

Analisis Cause-related Marketing terhadap brand image dalam membangun brand loyalty : studi kasus pada Program Uniqlo UT Peace For All = Analysis of Cause-related Marketing on brand image in building brand loyalty : a case study of Uniqlo UT Peace For All

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Abstrak

Pesatnya perkembangan industri membuat persaingan antar-brand semakin ketat. Pasar yang penuh kompetisi memberikan begitu banyak pilihan bagi konsumen. Konsumen pun dapat dengan mudah menggonta-ganti brand sesuai dengan mana yang dapat memenuhi kebutuhan dan keinginannya dengan lebih baik. Agar semakin menonjol dan terus dipilih, brand perlu memiliki brand image dengan membentuk asosiasi brand yang lebih kuat, disukai, dan unik. Lebih dari itu, brand image pun diperlukan untuk membangun brand loyalty yang penting bagi brand dalam jangka panjang. Untuk itu, brand perlu melakukan strategi komunikasi pemasaran. Brand pakaian Uniqlo melakukan komunikasi pemasaran dengan menerapkan strategi cause-related marketing melalui programnya, Uniqlo UT Peace For All. Makalah ini disusun dengan metode riset sekunder untuk menganalisis bagaimana dampak strategi cause-related marketing Uniqlo UT Peace For All terhadap brand image dalam membangun brand loyalty. Hasil analisis menunjukkan bahwa strategi cause-related marketing telah diterapkan dengan baik sehingga berdampak positif bagi brand image dalam membangun brand loyalty. Namun, terdapat catatan untuk lebih memerhatikan dimensi cause-related marketing dan bagaimana cara mengomunikasikannya dengan lebih efektif, serta rekomendasi untuk tidak melakukan cause-related marketing sebagai taktik jangka pendek untuk mendorong penjualan.

.....The rapid development of the industry makes the competition between brands increasingly tight. A highly competitive market provides consumers with so many choices. Consumers can easily change brands according to which one can better meet their needs and desires. In order to be more prominent and continue to be selected, brands need to have a brand image by forming stronger, preferred, and unique brand associations. More than that, brand image is also needed to build brand loyalty which is important for the brand in the long term. For this reason, brands need to carry out a marketing communication strategy. The clothing brand Uniqlo conducts marketing communications by implementing a cause-related marketing strategy through its program, Uniqlo UT Peace For All. With the secondary research method, this paper tries to analyze the impact of Uniqlo UT Peace For All's cause-related marketing strategy on brand image in building brand loyalty. The results of the analysis show that the cause-related marketing strategy has been implemented properly so that it has a positive impact on brand image in building brand loyalty. However, there is still a note to pay more attention to the cause-related marketing dimension and how to communicate it more effectively, as well as recommendations for brands not to engage in cause-related marketing as a short-term tactic to only drive sales.