

# Memfaatkan Reference Group Untuk Meningkatkan Brand Equity Dan Brand Preference: Perencanaan Strategi Promosi Merek Shabu Siy (Japanese All You Can Eat Restaurant) = Using Reference Group To Increase Brand Equity And Brand Preference: Promotion Strategy Plan For Shabu Siy (Japanese All You Can Eat Restaurant)

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## Abstrak

Banyak studi menunjukkan bahwa reference group memiliki pengaruh positif terhadap peningkatan brand equity dan brand preference. Tugas karya akhir ini bertujuan untuk membuat rancangan program promosi untuk Shabu Siy, merek restoran all you can eat Jepang, berbasiskan studi mengenai hubungan positif ketiga komponen tersebut. Rancangan program promosi akan berfokuskan untuk meningkatkan empat dimensi brand equity yang meliputi 1) kesadaran merek 2) asosiasi merek 3) persepsi nilai 4) loyalitas merek dan brand preference. Rancangan program promosi akan dipantau dan dievaluasi melalui platform analitik digital dan kuesioner daring untuk mengukur peningkatan tiap dimensi brand equity dan brand preference. ....Many studies show that reference groups have positive influences on increasing brand equity and brand preference. This final project aims to design a promotional program for Shabu Siy, a Japanese all you can eat restaurant brand, based on a study of the positive relationship between the three components. The promotion program plan will focus on increasing the four dimensions of brand equity which include 1) brand awareness 2) brand associations 3) perceived value 4) brand loyalty and brand preference. Promotional program plan will be monitored and evaluated through digital analytic platforms and online questionnaires to measure improvements in each dimension of brand equity and brand preference.