

Analisis strategi komunikasi pemasaran terhadap pembentukan ekuitas merek (studi kasus: strategi komunikasi pemasaran advertising sales promotion event experience dan public relations publicity produk rumah tangga kategori pelicin pakaian) = Analysis of marketing communication strategy of brand equity establishment case study marketing communication strategy advertising sales promotion event experience and public relations publicity of household product brand of wrinkle release spr / Dewi Silvialestari

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi komunikasi pemasaran yang dilakukan oleh produk rumah tangga kategori pelicin pakaian merek Kispray dalam upaya membangun ekuitas merek. Penelitian ini menggunakan metode kualitatif. Pihak brand Kispray mewakili perusahaan dalam memberikan informasi mengenai strategi komunikasi pemasaran yang digunakan Kispray. Kesimpulan strategi komunikasi pemasaran yang digunakan Merek Kispray untuk membangun ekuitas merek adalah advertising, sales promotion, event & experience, dan public relations & publicity. Keempat strategi komunikasi pemasaran yang digunakan masing-masing memiliki tujuan untuk membangun ekuitas merek dari empat kategori pembentukan ekuitas merek menurut Kotler (2009), yaitu brand awareness, brand association, perceived quality, dan brand loyalty. Pemasangan advertising bertujuan untuk pembentukan brand awareness dan brand association. Sales promotion bertujuan untuk membangun lebih jauh brand association. Pelaksanaan event & experience, dan public relations & publicity bertujuan untuk membangun brand association, namun lebih banyak pada tujuan perceived quality dan brand loyalty.

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ABSTRACT

This research aims to find out the marketing communication strategy undertaken by Kispray brand, aid ironing product, to build brand equity. Research method used in this research is qualitative method. Kispray represents the company to provide information of marketing communication strategies that used by the brand. The conclusion of marketing communications strategy that used by Kispray to build brand equity are advertising, sales promotion, event & experience, and also public relations & publicity. These fourth marketing communications strategy have a goal to build the brand equity of the four categories of brand equity according to Kotler (2009), such as brand awareness, brand association, perceived quality, and brand loyalty. Advertising placement

aims to build brand awareness and brand association. Meanwhile, sales promotion aims to build more brand association. Furthermore, the aim of event & experience and public relations & publicity also to build brand association, but the focus is more on the purpose of perceived quality and brand loyalty, This research aims to find out the marketing communication strategy undertaken by Kispray brand, aid ironing product, to build brand equity. Research method used in this research is qualitative method. Kispray represents the company to provide information of marketing communication strategies that used by the brand. The conclusion of marketing communications strategy that used by Kispray to build brand equity are advertising, sales promotion, event & experience, and also public relations & publicity. These fourth marketing communications strategy have a goal to build the brand equity of the four categories of brand equity according to Kotler (2009), such as brand awareness, brand association, perceived quality, and brand loyalty. Advertising placement aims to build brand awareness and brand association. Meanwhile, sales promotion aims to build more brand association. Furthermore, the aim of event & experience and public relations & publicity also to build brand association, but the focus is more on the purpose of perceived quality and brand loyalty]