

Analisis strategi co-branding entitas komersial dengan entitas non-profit = Analysis of co-branding strategy between commercial entity and non-profit entity

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Abstrak

Penelitian ini meneliti tentang faktor-faktor yang mempengaruhi strategi co-branding antara entitas komersial dengan entitas non-profit. Pada satu sisi entitas komersial ingin mendapatkan citra positif entitas non-profit, disisi lain entitas non-profit membutuhkan pendanaan. Kerjasama antara kedua entitas dapat menguntungkan, namun karena tidak semua strategi dapat berjalan sesuai dengan rencana begitu pula strategi co-branding tidak selamanya efektif malah dapat menimbulkan risiko bagi citra suatu merek. Penelitian ini menemukan bahwa familiaritas konsumen terhadap suatu merek bukan berarti akan menimbulkan penilaian positif terhadap aliansi merek yang dilakukan.

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This study examines the factors that influence the strategy of co-branding between commercial entities with non-profit entities. The commercial entities wants to obtain a positive brand image of non-profit entities, vice versa the nonprofit entities in need of funding. The cooperation between the two entities can be profitable, but not all strategies can be implemented as planned as did co-branding strategy is not always effective even may pose a risk to the image of a brand. This study found that the consumers brand familiarity does not mean that will lead to a positive assessment of the brand alliance evaluation.