

## Analisis pengaruh brand origin dan branding strategi terhadap brand attitude: studi eksperimen brand extension pada produk pakaian batik / Rietsi Arvitricia

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### Abstrak

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Penelitian ini membahas mengenai pengaruh brand origin dan branding strategy terhadap brand attitude. Penelitian ini menggunakan metode eksperimen melalui strategi brand extension pada produk batik. Tujuan penelitian ini adalah untuk melihat perbedaan brand attitude diantara brand origin dan branding strategy terhadap brand extension produk pakaian batik. Brand origin dalam penelitian terbagi atas dua yaitu merek global dan merek lokal sedangkan branding strategy terbagi atas tiga yaitu branded house- same identity, branded house- different identity dan endorsed brand. Hasil dari penelitian ini menemukan bahwa terdapat perbedaan brand attitude antara merek global dengan merek lokal sedangkan diantara branding strategy tidak ditemukan perbedaan yang signifikan. Selanjutnya peneliti juga menemukan adanya perubahan brand attitude terhadap parent brand saat sebelum dengan setelah dilakukan manipulasi brand extension produk pakaian batik. Peneliti menemukan adanya efek yang positif terhadap brand attitude bagi parent local brand dan efek yang negatif terhadap parent global brand. Strategi brand extension pada produk batik lebih tepat dilakukan terhadap merek lokal dibandingkan merek global.

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#### **ABSTRACT**

This study discusses the effect of brand origin and branding strategy to brand attitude. This study uses an experimental method through brand extension strategy on batik clothing products. The purpose of this study was to see the difference between brand attitude of brand origin branding strategy towards brand extension batik clothing products. In this study, brand origin is divided into two which is global brands and local brands, while branding strategy is divided into three branded house - same identity, branded house - different identity and endorsed brand. The results of this study found that there were differences in brand attitude between global brand and local brands on the contrary, branding strategy were not found significant differences in between. Further researchers also found no change in attitude toward the parent brand as before and after brand extension manipulation on batik clothing products. Researcher also found a positive effect on brand attitude for local parent brand and a negative effect on the global parent brand. Brand extension strategy is more appropriate on batik products made to the local brands compared to global brands.