

ABSTRAK

Shifting yang dilakukan oleh Niluh Djelantik sebagai upaya mempertahankan usaha di masa pandemi COVID-19 tanpa disadari membuat adanya pergeseran *brand identity* yang kemudian berpengaruh terhadap implementasi *integrated marketing communication* (IMC) serta kekuatan *brand* itu sendiri yang tercakup dalam *brand equity*. Maka dari itu, penelitian ini bertujuan untuk menganalisis aktivitas pengelolaan *brand identity* dan IMC dalam membangun *brand equity* Niluh Djelantik di masa pandemi COVID-19. Konsep yang digunakan ialah lima komponen *brand identity* oleh de Chernatony (2010), tujuh karakteristik IMC oleh Pamungkas (2016), serta konsep *brand equity* oleh Keller (2013). Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus deskriptif, yang datanya akan diperoleh melalui wawancara, observasi, dokumentasi, *internet searching*, dan sosial media untuk dapat mendeskripsikan jawaban atas rumusan masalah yang diajukan. Berdasarkan temuan penelitian didapati bahwa Niluh Djelantik berhasil membangun *brand equity*nya di masa pandemi COVID-19 dengan mengelola empat komponen *brand identity* yang sejalan dengan *personal branding* sang *founder* (*personality*, visi, *positioning*, dan *relationship*) dan lima karakteristik IMC (*consumer centered*, *message strategy*, *change consumer behavior*, *integrated contact point*, dan *experience building* yang didukung dengan penggunaan *marketing communication tools*). Berdasarkan penelitian yang telah dilakukan, peneliti memberikan rekomendasi untuk menginventarisasikan catatan terkait pengelolaan *branding* dan komunikasi pemasaran, membentuk tim komunikasi pemasaran, serta melakukan survey konsumen untuk menilai *brand equity* lebih optimal.

Kata kunci: *Integrated Marketing Communication, Brand Identity, Brand Equity, UMKM, COVID-19*

ABSTRACT

Shifting made by Niluh Djelantik is an effort to maintain business during the COVID-19 pandemic. This effort is being made without realizing there is a shift in brand identity which then affects the implementation of integrated marketing communications (IMC) as well as the strength of the brand itself which is included in brand equity. Therefore, this study aims to analyze brand identity and IMC management activities in building Niluh Djelantik's brand equity during the COVID-19 pandemic. The concepts used are the five components of brand identity by de Chernatony (2010), seven characteristics of IMC by Pamungkas (2016), and the concept of brand equity by Keller (2014). This research uses qualitative research with a descriptive study method, whose data will be obtained through interviews, observation, documentation, internet searches, and social media to be able to explain the formulation of the problem posed. Based on the research findings, it was found that Niluh Djelantik succeeded in building brand equity during the COVID-19 pandemic by managing four components of brand identity that are in line with the founder's personal branding (personality, vision, positioning, and relationships) and five IMC characteristics (consumer centered, message strategy, change consumer behavior, integrated contact point, and experience building supported by the use of marketing communication tools). In the research that has been done, the researcher provides recommendations for taking an inventory of records related to branding management and marketing communications, forming a marketing communications team, and conducting consumer surveys to assess brand equity more optimally.

Keywords: *Integrated Marketing Communication, Brand Identity, Brand Equity, MSME, COVID-19*