



INTISARI

Penelitian ini bertujuan menganalisa kepribadian merek Sari Ayu dengan menggunakan skala kepribadian Aaker yang diterjemahkan ke dalam bahasa Indonesia.

Penelitian dilakukan di Fakultas Psikologi Universitas Islam Indonesia dengan sampel mahasiswi berjumlah 100 orang. Desain penelitian menggunakan metode survei dengan jumlah sampel yang ditentukan atas dasar non probabiliti melalui metode *purposive sampling*. Skala penelitian menggunakan alternatif jawaban berupa Likert. Analisa hipotesis menggunakan analisis faktor dengan *Principal Component Analysis*, rotasi *Varimax*.

Hasil penelitian menunjukkan adanya penambahan tiga facet baru yaitu Halus-Feminin, Bersih-Teknis dan Sehat-Hangat. Kelima faktor lainnya adalah faktor yang sesuai dengan faktor yang dikemukakan oleh Aaker. Adapun kepribadian yang menonjol dari ke delapan faktor tersebut adalah Halus, Feminin, Cantik, Menarik, Perusahaan, Original, Aman, dan Ramah.

Kata kunci: kepribadian merek, facet, traits, Sari Ayu



ABSTRACT

This research has a meaning in analyzing the brand personality of Sari Ayu using Aaker's brand personality scale that translated through Indonesian language.

The research was conducted at Psychology Faculty of Islamic Indonesian University by collecting data from 100 college students. The research design used survey method. The number of sample was determined by purposive sampling method. The brand personality scale propose answering scale in form of likert. Analytical hypothesis of this research was served in factor analysis using principal component, and varimax rotation.

At the end, the result of this research had shown that in the Sari Ayu brand formed three new facet. Those facet were Smooth-Feminine, Down-to-earth-Technical, and Wholesome-Warmth. The other facet were the same as the Aaker's facet in brand personality scale. The brand personality of Sari Ayu of Smooth-Feminin factor show better personality than others. This factor consist of traits named: Smooth, Feminine, Good Looking, Charming, Company, Original, Secure, and Friendly.

Keywords: brand personality, facet, traits, Sari Ayu