

INTISARI

Penelitian ini memiliki tujuan untuk melakukan identifikasi terhadap kondisi *brand* setelah dilakukan program Transformasi Bank Muamalat, dengan cara *brand audit* yang didalamnya terdapat indentifikasi *brand inventory* yang meliputi *brand positioning*, *brand element*, dan *brand communication*. Penelitian dilakukan menggunakan metode kuantitatif deskriptif dengan metode pengumpulan data terdiri dari purposive sampling untuk nasabah non Bank Muamalat dan metode Group Interview untuk nasabah dan karyawan Bank Muamalat.

Kata kunci : *Brand audit*, *brand inventory*, *brand positioning*, *brand element*, *brand communication*, bank syariah

ABSTRACT

The purpose of this research is to identify the brand condition after management held Bank Muamalat Transformation Programs, using brand audit tools in which there is identification of brand inventory including brand positioning, brand element, and brand communication. The research was using by descriptive quantitative method with data collection method consist of purposive sampling for non Bank Muamalat customer and Group Interview method for customer and employees of Bank Muamalat.

Keywords: Brand audit, brand inventory, brand positioning, brand element, brand communication, sharia bank