

INTISARI

Judul : *Brand image* Bakpia Kukus Tugu Jogja di Benak Konsumen di Yogyakarta (Studi Kasus Pada Mahasiswa UGM)

Oleh : Afifah Hanindia

Penelitian ini mengkaji tentang bagaimana persepsi konsumen terhadap *brand image* atau citra merek Bakpia Kukus Tugu Jogja di benak konsumen di Yogyakarta seiring dengan meningkatnya persaingan bakpia di Yogyakarta. Metode penelitian menggunakan deskriptif kualitatif dengan pengumpulan data melalui FGD (*Focus Group Discussion*) kepada 6 konsumen Bakpia Kukus Tugu Jogja yang berstatus mahasiswa UGM dan didukung dengan studi dokumentasi dan studi literatur kemudian dianalisis dengan teori *brand image* menurut Keller yakni melalui *strenght of brand association*, *favorability of brand association* dan *uniqueness of brand association*. Hasil dari penelitian ini adalah *brand image* Bakpia Kukus Tugu Jogja di benak konsumen positif, dilihat berdasarkan *strenght of brand association* yang baik dan informasi yang didapatkan konsumen cukup banyak, pada *favorability of brand association* konsumen mengatakan *overall* baik serta konsumen merasa puas, dan adanya keunikan (*uniqueness of brand association*) yang didapat konsumen sehingga konsumen memiliki alasan kuat membeli Bakpia Kukus Tugu Jogja yaitu ada pada produk dan kemasan.

Kata kunci : *Brand image*, Bakpia Kukus Tugu Jogja, Keunggulan Asosiasi Merek, Kekuatan Asosiasi Merek, Keunikan Asosiasi Merek

ABSTRACT

Title : Brand image Bakpia Kukus Tugu Jogja in Yogyakarta's Consumers Mind (UGM Student Case Study)

By : Afifah Hanindia

This qualitative research study describes about how the brand image of Bakpia Kukus Tugu Jogja in Yogyakarta's consumer mind, in conjunction with the increasing competition of bakpia industry. The data collected through FGD (Focus Group Discussion) to 6 consumers of Bakpia Kukus Tugu Jogja who are UGM student and supported by data through documentation studies and literature studies then analyzed by the Keller brand image theory through strenght of brand association, favorability of brand association and uniqueness of brand association. The results of this Brand image of Bakpia Kukus Tugu Jogja in Yogyakarta's minds of consumers is positif, seen by strenght of brand association that is good and consumers got the Bakpia Kukus Tugu Jogja's information well, favorability of brand association overall good and consumers are satisfied, the last is consumer got the uniqueness of brand association that consumer tend to buy Bakpia Kukus Tugu Jogja because of the product and packaging.

Keywords : Brand image, Bakpia Kukus Tugu Jogja, by Strenght of brand association, Favorability of brand, Uniqueness of brand association