



ANALISIS *BRAND EQUITY* PRODUK GUDEG KALENG “BU LIES” DI YOGYAKARTA

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ABSTRAK

Gudeg “Bu Lies” berdiri tahun 1993 di Yogyakarta dengan memproduksi gudeg berdaya simpan kurang lebih dua belas (12) jam. Gudeg “Bu Lies” mulai memproduksi gudeg kaleng sejak tahun 2011 dengan daya simpan kurang lebih satu (1) tahun. Volume penjualan produk ini belum maksimal. Merek menjadi salah satu faktor pembelian konsumen pada suatu produk. Mengingat merek “Bu Lies” bukanlah satu-satunya di Yogyakarta, maka dibutuhkan analisis tentang ekuitas merek sebagai dasar untuk pengembangan pasar.

Analisis ini bertujuan untuk mengukur *brand equity* produk Gudeg Kaleng “Bu Lies” dan menyusun program perbaikan berdasarkan analisis tersebut. Analisis *brand equity* ini dilakukan dengan mengukur *brand awareness*, *brand associations*, *perceived quality*, dan *brand loyalty* produk. Kuesioner disebar kepada 200 orang yang pernah membeli dan mengkonsumsi gudeg kaleng. Validasi isi kuesioner menggunakan pendekatan *Content Validity Ratio*. Analisis deskriptif dilakukan untuk analisis *brand awareness*, uji cochrane untuk *brand associations*, serta uji skoring untuk *perceived quality* dan *brand loyalty*. Analisis faktor dilakukan terhadap setiap elemen sebagai penunjang perumusan program perbaikan.

Hasil penelitian *brand equity* ini menunjukkan bahwa *brand awareness* berada pada 27% untuk *top of mind*, 36,5% untuk *brand recall*, 20,5% untuk *brand recognition*, dan *unaware of brand* sebesar 16%. Pada *brand associations*, *image* produk ini diasosiasikan dengan “Gudeg Wijilan” dan produk praktis. *Perceived quality* produk ini berada pada skala cukup hingga baik, di mana terdapat tiga aspek pada skala cukup, yakni kemudahan dalam mendapatkan produk, kualitas yang sesuai harga, serta desain kemasan. *Brand loyalty* secara keseluruhan masih berada pada skala cukup. Perbaikan promosi untuk faktor *awareness-associations*, serta perbaikan distribusi produk dan desain kemasan untuk faktor *perceived quality-loyalty* perlu dilakukan oleh pihak perusahaan.

Kata Kunci : Gudeg Kaleng “Bu Lies”, Analisis *Brand Equity*, Program Perbaikan

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BRAND EQUITY ANALYSIS OF "BU LIES" CANNED GUDEG PRODUCT IN YOGYAKARTA

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ABSTRACT

Gudeg "Bu Lies" was established in 1993 in Yogyakarta, it produce gudeg with storability about twelve (12) hours. Gudeg "Bu Lies" began producing canned gudeg since 2011 with storability about one (1) year. Sales volume of this products is still under maximum capacity. Brand is one of consumer purchasing factor for a product. Considering that "Bu Lies" brand is not the only one in Yogyakarta, so it is required to analyse brand equity as a basis for the market development.

This research aims to measure brand equity of "Bu Lies" canned gudeg product and develop the improvement program. This brand equity is analysed by measuring brand awareness, brand associations, perceived quality, and brand loyalty of the product. Questionnaires were distributed to 200 people who have bought and consumed "Bu Lies" canned gudeg product. Content validation of the questionnaire used the Content Validity Ratio approach. Descriptive analysis used for brand awareness analysis, Cochran test for brand associations, as well as scoring test for perceived quality and brand loyalty. Factor analysis was conducted for each elements to formulate the improvement program.

The result of this brand equity research shows that brand awareness was 27% for the top of mind, 36.5% for brand recall, 20.5% for brand recognition, and unaware of the brand by 16%. On brand associations, product image was associated to "Gudeg Wijilan" and practical product. Perceived quality of this product was on the fair to good scale, where there were three aspects to the considerable scale, that were easy to get the product, the quality of the corresponding price, and packaging design. Overall, brand loyalty was still on sufficient scale. Increased promotion for the awareness-associations factors, also improving product distribution and packaging design for the perceived quality-loyalty factor should be performed by the company.

Keywords: "Bu Lies" Canned Gudeg, Brand Equity Analysis, Improvement Program

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