

## ABSTRACT

### **SONIC BRANDING: HOW SONIC LOGO CONTOUR AFFECT CONSUMERS' PERCEIVED BRAND PERSONALITY AND BRAND RECALL**

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*Sonic branding strategy is commonly used by brands to show and communicate their values and identity in parallel with other sensory branding strategy. Sonic logos are important part of sonic branding. Being one of the key elements of sonic branding, it is essential to explore how different feature consist in sonic logos affect consumers' behavior. This study aimed to investigate how different sonic logo contour influences consumers' perspective towards brand personality and how it affects their brand recall. This study used brand personality scale developed by Aaker (1997) consisting of five brand personality dimensions (Sincerity, Excitement, Competence, Ruggedness, Sophistication). Sonic logo features were controlled and manipulated resulting in three different versions of sonic logo contour (Ascending, Descending and Constant) with three non-existing brands and placed in eleven seconds dummy podcast show. The result shows that each brand personality dimension was associated with different sonic logo contour with dimension Sincerity and Competence associated with the Ascending sonic logo, dimension Excitement associated with the Constant sonic logo, and dimension Ruggedness associated with Descending sonic logo contour. Furthermore, Brand recall study showed that dimension Sincerity and Competence positively influence brand recall based on consumers' self-evaluation for the hypothetical brand. Further investigation should try to better understand the process of how different sound features affect different consumers' behavior in relation to branding theory for marketing implications.*

**Key words:** *Sonic branding; brand personality; brand recall; sensory marketing strategy.*

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Strategi merek sonik umumnya digunakan oleh merek untuk menunjukkan dan mengkomunikasikan nilai dan identitas mereka secara paralel dengan strategi branding sensorik lainnya. Logo sonik adalah bagian penting dari merek sonik. Menjadi salah satu elemen kunci dari branding sonik, penting adanya untuk mengeksplorasi bagaimana fitur yang berbeda dari sonik logo mempengaruhi perilaku konsumen. Studi ini akan menyelidiki bagaimana perbedaan kontur logo sonik mempengaruhi perspektif konsumen terhadap kepribadian merek dan bagaimana hal itu mempengaruhi ingatan merek mereka. Penelitian menggunakan skala kepribadian merek yang dikembangkan oleh Aaker (1997) yang terdiri dari lima dimensi kepribadian merek (Ketulusan, Kegembiraan, Kompetensi, Kekasaran, Kecanggihan). Fitur logo sonik dikendalikan dan dimanipulasi sehingga menghasilkan tiga versi kontur logo sonik yang berbeda (menanjak, menurun dan konstan) dengan tiga merek yang tidak ada di pasaran. Hasil penelitian menunjukkan bahwa setiap dimensi kepribadian merek dapat dikaitkan dengan kontur logo sonik yang berbeda dengan dimensi Ketulusan dan Kompetensi yang terkait dengan logo sonik menanjak, dimensi Kegembiraan yang terkait dengan logo sonik konstan, dan dimensi Kekasaran yang terkait dengan kontur logo sonik menurun. Selanjutnya, studi keteringatan merek menunjukkan bahwa dimensi ketulusan and kompetensi berpengaruh positif terhadap keteringatan merek berdasarkan evaluasi diri konsumen terhadap hipotesis merek.

**Kata kunci:** Merek Sonik; Kepribadian Merek; Keteringatan Merek; Strategi Pemasaran Sensori