ABSTRACT

Analysis of Brand Equity Building and Advertising Effectiveness of Jao Nori Supplement (Case Study in Bogor City)

Lilian Anggraeni

The back to nature phenomena makes many company focus to create new natural based product. Brand equity is an asset on a company and it’s generally used to build their new product. Company created powerful brand by using brand equity as an effort to enlarge market share, to get the heart share and mind share or to boost up the sales. Four elements of brand equity are brand awareness, brand association, perceived quality and brand loyalty. In practice, advertising is a way to communicate new product and also to create powerful brand equity. Television has chosen by company because it can deliver the message with audio and visual. The aim of this research is analyze brand equity of supplement, analyze the advertising effectiveness, and formulate managerial implication from this research. The respondents are involved in this research contains 178 respondents were involved who lived in Bogor as the location of the research. Descriptive analysis, Cochran, Fishbein, Biplot analysis and Consumer Response Index were used to analyzed the data. The result showed that Jao Nori has not been as strong brand as seen from the four brand equity elements. Another result shows that television advertising media version is not effective enough.

Key Words: Jao Nori, Brand Equity, Descriptive Analysis, Cochran, Biplot Analysis, Consumer Response Index