Mercu Buana University
Faculty of Communication
Field of Studies Marketing Communication And Advertising
Zulfadly Ramadhan Panggabean
44312110118

Strategy Formation Brand Image "Hasanah" by PT . Bank BNI Syariah (Case Study at Head Office of PT . Bank BNI Syariah)
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ABSTRACT

This research is motivated by the interest of researchers for strategy formation of brand image "hasanah" by PT. Bank BNI Syariah using bounding emotional which is something new in the world of sharia banking in Indonesia. Researchers want to examine how the strategy undertaken in the implementation of the establishment of the brand image. Researchers use and meaning of marketing communications theory and the factors contained in the brand image.

The purpose of this study was to determine the strategy for the establishment of brand image "hasanah" conducted by PT. Bank BNI Syariah.

The method used is descriptive method with qualitative approach. This type of research is a case study. The data collection techniques performed using primary data and secondary data.

Some of the findings that researchers get is as follows: First, PT. Bank BNI Syariah perform the formation of brand image "hasanah" motivated by the brand image that has not been targeted. Secondly, the reason for the selection of "hasanah" because the word is already familiar in the ears of the people of Indonesia, has a good content of meaning, it is estimated that it will be easier to be accepted by the public/ consumers. Third, the strategy adopted in building the brand image of "hasanah" is doing an internal campaign, advertising, internet and social media, build ambience or atmosphere that reflects the "hasanah" (goodness) that can be felt directly by consumers, using current collateral consisting of flyer, posters, x banner, banners etc. are placed in strategic spots to be seen by the consumer, and conducting public relations activities. Implementation of the strategy is more likely to lead researchers refer to the creation of brand awareness , not brand image .

Key words: brand, brand image, brand awareness