

INTISARI

Penelitian ini bertujuan untuk mendeskripsikan *brand image* minyak goreng Bimoli, Filma, Tropical, Sania dan Kunci Mas di Surabaya. Metode pengolahan data pada penelitian ini menggunakan rata-rata, diagram batang dan deviasi standar. Hasil pengolahan data ini akan menunjukkan gambaran dari minyak goreng Bimoli, Filma, Tropical, Sania dan Kunci Mas di Surabaya berdasarkan persepsi pelanggan. Minyak goreng Tropical memiliki *brand image* yang paling baik, diikuti minyak goreng Kunci Mas, minyak goreng Bimoli, minyak goreng Filma dan minyak goreng Sania. Elemen *strength of brand association* pada minyak goreng Bimoli memiliki nilai rata-rata paling tinggi. Elemen *strength of brand association* dan *favorability of brand association* pada minyak goreng Filma memiliki nilai rata-rata yang sama. Pada minyak goreng Tropical dan Kunci Mas, elemen *uniqueness of brand association* memiliki nilai rata-rata tertinggi. Elemen *favorability of brand association* memiliki nilai rata-rata tertinggi pada minyak goreng Sania.

Kata Kunci: *brand image, strength of brand association, favorability of brand association* dan *uniqueness of brand association*

ABSTRACT

The aim of this research is to describe the brand image of Bimoli cooking oil, Filma cooking oil, Tropical cooking oil, Sania cooking oil and Kunci Mas cooking oil in Surabaya. A method of data processing on this research using the mean, bar chart and standar deviation. The result of this research is, overall brand image Filma cooking oil, Tropical cooking oil, Sania cooking oil and Kunci Mas cooking oil by customer. Tropical cooking oil had the best brand image, followed by Kunci Mas cooking oil, Bimoli cooking oil, Filma cooking oil and Sania cooking oil. Strength of brand association Bimoli cooking oil had highest mean. Strength of brand association and favorability of brand association at Filma cooking oil had same mean. At Tropical cooking oil and Kunci Mas cooking oil, uniqueness of brand association had highest mean. Favorability of brand association had highest mean at Sania cooking oil.

Keywords: brand image, strength of brand association, favorability of brand association and uniqueness of brand association

