

# ANALISIS BRAND EQUITY PADA KOREK API FIGHTER DI SURABAYA

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## INTISARI

PT. Lintas Cindo Bersama adalah sebuah perusahaan korek api yang cukup besar, yang berlokasi di Surabaya. PT. Lintas Cindo Bersama memiliki pabrik yang berlokasi di Pandaan, Jawa Timur. Laporan kerja lapangan disusun melalui kegiatan *Internship Program* dijalani selama 10 minggu di PT. Lintas Cindo Bersama. Penulis diposisikan sebagai *Staff Marketing* di Divisi Marketing dan diarahkan pembimbing lapangan untuk melakukan analisis *brand equity* di PT. Lintas Cindo Bersama. Analisis dilakukan dengan melihat aspek-aspek dalam *brand equity* yang ada pada PT. Lintas Cindo Bersama, seperti *brand awareness*, *perceived quality*, *brand image*, *brand loyalty*, dan *brand asset*. Berdasarkan aktivitas dan pengamatan yang dilakukan selama menjalani *Internship Program* diketahui bahwa Divisi Marketing memiliki kendala dalam menunjang *brand awareness*, *perceived quality*, dan *brand image* dalam usaha menunjang kegiatan *brand equity*.

Kata Kunci : *brand*, *brand equity*, *marketing*.

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## ABSTRACT

*PT. Lintas Cindo Bersama is a fairly large lighter company, located in Surabaya. PT. Lintas Cindo Bersama has a factory located in Pandaan, East Java. Internship report was written through an Internship Program activity which was held for 10 weeks at PT. Lintas Cindo Bersama. The author is positioned as a Marketing Staff in the Marketing Division and directed by the field supervisor to conduct brand equity analysis at PT. Lintas Cindo Bersama. The analysis is done by looking at the aspects of brand equity that exist at PT. Lintas Cindo Bersama, such as brand awareness, perceived quality, brand image, brand loyalty, and brand assets. Based on the activities and observations made during the Internship Program, it is known that the Marketing Division has obstacles in supporting brand awareness, perceived quality, and brand image in an effort to support brand equity activities.*

*Key Word : brand, brand equity, marketing.*