ABSTRAK

Fokus penelitian ini adalah untuk menganalisis implementasi customer based brand equity (CBBE) dari sudut pandang CEO sekaligus founder dari startup dengan brand IGrow. IGrow dipilih oleh peneliti menjadi studi kasus karena dianggap cukup menonjol dan fenomenal ditengah-tengah perkembangan perusahaan rintisan berbasis teknologi digital di Indonesia atau yang kemudian kini marak disebut sebagai Startup Digital. prestasi-prestasi international dan maraknya pemberitaan oleh media dalam maupun luar negri tentang Brand iGrow asli indoesia ini membuat perkembangan valuasi bisnis dan ekuitas mereknya menjadi semakin pesat dalam waktu singkat sehingga hal tersebut menambah signifikansi penilitian analisis strategi CBBE terhadap brand IGrow ini.

Kajian teori pada penelitian ini berawal dari keilmuan Strategic Brand Management, yang didalamnya mengulas tentang pembangunan ekuitas merek berbasis pelanggan atau Customer Based Brand Equity (CBBE). dari CBBE tersebut kemudian disaripatikan 4 kerangka mendasar tentang bagaimana ekuitas merk atau Brand Equity dibangun dengan berbasis pada pelanggan yang antara lain berkaitan dengan (1) Pemilihan Element Merek, (2) Perancangan Program Pemasaran (3) Perancangan Promosi Terintegrasi, dan (4) Penggunaan daya ungkit dari Asosiasi Sekunder. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif untuk mendeskripsikan objek penilitian secara mendalam. Metode yang digunakan adalah In Dept Interview kepada CEO / Founder Startup IGrow dengan insturment Guide Line Interview dan observasi serta studi dokumentasi sebagai metode pendukungnya.

Hasil penelitian menunjukkan bahwa dalam penerapan strategi CBBE iGrow tidak melakukan secara menyeluruh tahapan-tahapan yang diusung oleh teori CBBE. Namun beberapa tahapan yang dilakukan dianggap oleh peneliti dilakukan secara efisien dan efektif sehingga menjadi salah satu kunci keberhasilan iGrow dalam meningkatkan ekuitas mereknya.

Kata Kunci : Brand Equity, Customer Based Brand Equity, Startup, Implementasi.

ABSTRACT

This research aims to analyze the implementation of customer based brand equity (CBBE) in iGrow from the perspective of CEO and Founder. iGrow is chosen to be the study case because the brand is the most interesting among other digital startups in Indonesia from the perspective of the researcher. iGrow is very interesting because a lots of awards they have achieved and iGrow also intersting because in this early development iGrow already gain vast media coverage localy and internationaly. all those achievement then increased iGrow's business valuation and also it's brand equity in a very short time. then it became the significant factors for this research to look deeper and try to analyze how they build the Brand Equity.

Theory that discussed in this research departing from Strategic Brand Management (SBM), the theory explained how brand should build brand equity from customer perspective (CBBE). SBM suggest four steps to build brand equity, the (1) first one is about choosing brand ellement, (2) the second one is about Designing Marketing Program, (3) the third one is about Designing Integrated marketing communication, (4) and the last one is talking about leveraging secondary brand association. this research is using qualitative approach, with descriptive type of research in order to describe the object of the research. the method used to gather primary data is in depth interview to the CEO and Founder of the Brand with a guide line interview as the instrument, the research also use observation and documentation study as a support.

The result of the research shows that the implementation of CBBE in iGrow is not following completely the steps told by the theory, but steps that iGrow had done is considered as efficient and effective from the perspective of the researcher, so it become the key of success of iGrow in building and increasing it's Brand Equity.

Key Words : Brand Equity, Customer Based Brand Equity, Startup, IGrow, Implementation.