

STRATEGI PERIKLANAN PT BRODO GANESHA INDONESIA MELALUI *WEBSITE* WWW.BRO.DO DALAM MEMBANGUN *BRAND AWARENESS*

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Abstrak

Latar belakang produk Brodo *Footwear* adalah produk sepatu kulit berasal dari Bandung yang memiliki kualitas baik dengan melalui iklan di *website* dalam membangun *brand awareness* terhadap *customer*. Hal ini menjadi suatu ketertarikan penulis untuk melakukan penelitian di dalam kegiatan periklanan Brodo *Footwear*, dengan menggunakan media *website* dalam usaha membangun *brand awareness*. **Tujuan Penelitian** untuk mengetahui gambaran kegiatan periklanan yang dilakukan Brodo *Footwear* untuk membangun *brand awareness* melalui media *website*. **Kajian Teoritis** strategi periklanan, *website* dan *brand awareness*. **Metode Penelitian** yang digunakan yaitu metode pendekatan kualitatif, bersifat deskriptif. **Pengumpulan Data** dilakukan dengan melakukan wawancara mendalam (*depth interview*), pengamatan dan studi pustaka. **Hasil Penelitian** kegiatan periklanan Brodo *Footwear* dalam membangun *brand awareness* melalui *website* yaitu dengan cara memberikan informasi yang efektif disertai gambar dengan pesan dan ide kreatif pada *website* Brodo *Footwear*. **Kesimpulan** Brodo *Footwear* melakukan kegiatan periklanan melalui *website* untuk membangun *brand awareness* dengan menggunakan ide-ide kreatif dan memberikan pesan yang efektif serta memberikan layanan yang mempermudah *customer* dalam berkomunikasi dengan Brodo *Footwear*. **Saran** kegiatan periklanan yang dilakukan Brodo *Footwear* melalui *website* lebih dimaksimalkan lagi.

Kata Kunci : Strategi periklanan, *Website* dan *brand awareness*.

ADVERTISING STRATEGY PT BRODO GANESHA INDONESIA THROUGH THE WEBSITE WWW.BRO.DO IN BUILDING BRAND AWARENESS

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Abstract

Background Problem In This Research the product of Brodo Footwear leather shoes is cam from Bandung, which has good quality through advertising on the website in establishing brand awareness toward the customer, it is becoming attraction for writers to do research in advertising activities Brodo Footwear, using website media in an effort to build brand awareness. **The Research Was Purposed** to know the describe of advertising activities which is conducted Brodo Footwear in building brand awareness through the media website. **Literature Studies** using advertising strategy, website and brand awareness. **Research Methods** with types of qualitative, research is descriptive. **Data Collection** is done by conducting in-depth interview, observation and study of the literature. **Research Results** advertising activities of Brodo Footwear in building brand awareness through the website that is providing the information in a way that effectively carries the picture with the message and creative ideas on the website of Brodo Footwear. **Conclusion** Brodo Footwear activities through the website advertising to build brand awareness with the use of creative ideas and deliver effective messages and provide services that facilitate customer in communicating with Brodo Footwear. **Recommendation** advertising activities conducted through the website more Brodo Footwear maximized again.

Keywords : Advertising Strategy, Website and Brand Awareness.