

## **ABSTRACT**

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### **ARA OUTDOOR EQUIPMENT'S IMPLEMENTATION OF BRAND REVITALIZATION STRATEGIES IN BUILDING BRAND EQUITY**

(xiv + 115 pages; 41 pictures; 11 tables; 35 attachments)

Keywords: Brand Revitalization, Brand Awareness, Brand Image, Marketing Communications, Outdoor Equipment, Outdoor Activities

There are groups of people who have been actively raising their voice in regard to the importance of nature conservation, from governments, hobbyists and companies especially ones in the outdoor activity industry. Despite sharing a common cause, competition between those companies still persists in a declining outdoor activity trend. ARA Outdoor Equipment (ARA) being one of the brands negatively affected with the situation, adopts brand revitalization strategies to stay above the water. Thus, the purpose of this research is to understand how ARA's implementation of brand revitalisation builds brand equity.

This research uses qualitative approach with a descriptive research method. Primary data collected through interviews and participative observation. Secondary data collected through literature study and documentations. Interviews done with one key informant with ARA's brand & digital marketing associate, and two other informants, ARA's Head of marketing and store manager.

Research result shows ARA's implementation of brand revitalisation strategies include expanding brand awareness by introducing alternative and new use of the brand. Improve brand image through brand repositioning, adding new brand element and widen target market. This strategy is pushed by grassroots marketing program as a method to convey the messages to the public in order to build brand equity.

References: 41 (1945-2018)

## **ABSTRAK**

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### **IMPLEMENTASI STRATEGI *BRAND REVITALIZATION* ARA *OUTDOOR EQUIPMENT* DALAM MEMBANGUN *BRAND EQUITY***

(xiv + 115 halaman; 41 gambar; 11 tabel; 35 lampiran)

Kata kunci: *Brand Revitalization*, Kesadaran Merek, Citra Merek, *Marketing Communications*, *Outdoor Equipment*, Kegiatan Alam Bebas

Dewasa ini terjadi peningkatan terhadap kerusakan alam di Indonesia akibat pemanfaatan sumber daya alam yang kurang diawasi. Keadaan ini akhirnya membuat kesadaran berbagai kelompok masyarakat seperti pemerintah, pegiat alam, dan perusahaan khususnya yang bergerak di bidang perlengkapan *outdoor*. Banyak perusahaan yang bergerak di bidang *outdoor* menyuarakan pentingnya menjaga alam sebagai strategi bersaing di tengah menurunnya tren kegiatan *outdoor*. ARA merupakan salah satu merek yang terkena dampak dari penurunan ini. Untuk dapat terus bersaing, ARA menjalankan strategi *brand revitalization*. Peneliti tertarik untuk mengetahui bagaimana implementasi strategi *brand revitalization* ARA dalam membangun *brand equity*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian deskriptif. Pengumpulan data primer, melalui wawancara dan observasi partisipatif. Data sekunder diperoleh melalui studi kepustakaan dan dokumentasi. Wawancara dilakukan dengan satu informan kunci yaitu *Brand & Digital Marketing Associate* ARA, dan dua informan lainnya, *Head of Marketing* dan *ARA Store Manager*.

Hasil penelitian menunjukkan implementasi strategi *brand revitalization* ARA *Outdoor Equipment* mencakup perluasan kesadaran merek dengan mengenalkan fungsi lain dari produk dan fungsi baru dari merek. Memperbaiki citra merek melalui *repositioning* merek, menambahkan elemen merek baru, dan memperluas *target market*. Keseluruhan strategi ini didukung dengan adanya program *grassroots marketing* sebagai metode penyampaian kepada masyarakat dalam upaya untuk membangun *brand equity*.

Referensi: 41 (1945-2018)