ABSTRACT

Yusuf, Ahmad Ali. 2013. Thesis. Title: "Strategy to Charismatic Brand Building (Studies in Words Factory JOGER Bali)". Department of Management Faculty of Economics Islamic State University Maulana Malik Ibrahim of Malang.

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Keyword : Strategy, Brand Charismatic

In line with the rapid business growth and diverse, many companies in communicating its brand with a surefire strategies that can win the competition sustainable business. Words Factory Joger Bali is a unique brand and popular among the people especially local and foreign tourists so that they can assess brand Joger Bali has unique from other existing brand and has radiance keistimewahan when wearing it.

This research is a qualitative descriptive study aimed to describe and determine strategies that occur in charismatic brand building on Words Factory Joger Bali.

The results showed that Words Factory Joger Bali does not implement existing strategies based on leading theories, but with the attitude BAJU2RA6BER Good, Honest, Friendly, Diligent, Responsible, Imagining, Initiative, Brave, grateful and Helpful. The attitude applied by Joger Bali with consistent and consequent based on innovation and creativity are fundamental in order to achieve a successful brand.