

ABSTRACT

M. Permadi Bayu Aji, 2013 Thesis. Title: "Emotional Branding Strategy At Showroom
Auto 2000 Pecindilan Surabaya

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Keywords : Emotional Branding, Customer Satisfaction

In the globalization era, the marketers are competing in branding (creating brand) products. The aim is to create the most innovative brand identity, based on the experience that attracts attention in the market. The marketers think that the brand has become a status in society, so, they need to improve strategies based on their experience and they have to understand about the customer's emotional desire. The Emotional Branding approach (with shades of emotional branding) is a surefire strategy to create an atmosphere that provides a long-term relationship between brands and consumers, so that's why consumers feel there is something emotionally to the brand.

In this research, the approach taken is descriptive qualitative approach in that the data collected is not the form of numbers, but the data comes from a script interviews, field notes, personal documents, notes memos and other official documents. Descriptive research is study problems in society, and ordinances in force in the community as well as specific situations, including on relationships, activities, attitudes, outlooks, set processes ongoing and influence the effects of a phenomenon. So that is the goal of this qualitative study was to describe the empirical reality behind the phenomenon in depth, detailed, and complete. Therefore the use of a qualitative approach in this research is to match the empirical reality of the prevailing theories using descriptive method.

For the emotional branding activities at Toyota Auto 2000, it can be concluded that by applying the criteria Technical, Economic sacrifice, legalistic Criteria, Integrative criteria, Adaptive criteria, Intrinsic emotional branding effectiveness criteria in Auto 2000 is very effective as evidenced by the controlled between 70-80% of the total sales of Toyota. Auto 2000 that provides service to customers making Auto 2000 as the company that makes the product reliable Toyota became the number one product in car sales in Indonesia. Emotional branding strategy can be applied in all aspects. With Emotional Branding, it was effective for customers to trust the Toyota brand in the Auto 2000 Pecindilan Surabaya.