

ABSTRACT

Zainudin, 2014 Thesis. Title: "*Build Brand Awareness Strategies In Consumer Studies at BMT UGT Sidogiri Pasuruan* "

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Brand is a hope or promise given by the marketers to meet the wishes of potential customers. Therefore, the brand can be said as a group of beliefs proffered by marketers to consumers. Companies that are able to build its brand well be able to ward off any attack competitors so that it can continue to retain customers. However, to embed the brand in the minds of consumers in need of a strategy, given in a market with a very high level of competition and flooded by the brand for a product category. Consumer memory to a brand becomes an expensive thing. Brands should have a strong identity that distinguishes it from other brands. So so embedded in the minds of consumers and be remembered. This research was conducted with the aim of UGT Sidogiri Knowing BMT strategies to build brand awareness to consumers as well as to know the implications of BMT UGT Sidogiri in building brand awareness strategy on consumers.

Type of this research is descriptive qualitative, which describes how to build brand awareness in the consumer cooperative committed by Islamic financial services UGT Sidogiri BMT. While datannya collection techniques using observation, interviews, documentation. Data analysis method used is descriptive method of data analysis.

The results showed that BMT Cooperative UGT Sidogiri in building brand awareness to consumers using personal selling and advertising strategies, personal selling is the main weapon in building brand awareness to consumers, the cooperative BMT Personal Selling UGT Sidogiri provide insight to consumers on the importance of sharia business . While advertising as a means of communication with consumers fatherly help of personal selling activities.