ANALISIS STRATEGI *BRAND POSITIONING* PADA CV BHUMI DURIAN INDONESIA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis strategi *brand positioning* pada CV Bhumi Durian Yogyakarta. Penelitian ini menggunakan metode deskriptif kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling* sejumlah 94 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Kuesioner yang dibagikan diukur menggunakan skala *likert*. Berdasarkan hasil penelitian secara keseluruhan variabel strategi *brand positioning* memiliki nilai rata-rata hitung sebesar 3,73 yang termasuk dalam kategori setuju. Berdasarkan indikator nilai memiliki nilai rata-rata hitung sebesar 3,00 yang termasuk dalam kategori netral. Berdasarkan indikator keunikan memiliki nilai rata-rata hitung sebesar 3,82 yang termasuk dalam kategori setuju. Berdasarkan indikator kredibilitas memiliki nilai rata-rata hitung sebesar 3,91 yang termasuk dalam kategori setuju. Berdasarkan indikator keberlanjutan memiliki nilai rata-rata hitung sebesar 3,97 yang termasuk dalam kategori setuju. Berdasarkan indikator kesesuaian memiliki nilai rata-rata hitung sebesar 3,95 yang termasuk dalam kategori setuju.

Kata Kunci: *Brand Positioning, Nilai, Keunikan, Kredibilitas, Keberlanjutan, Kesesuaian*

13/10 '23

ANALYSIS OF BRAND POSITIONING STRATEGY AT CV BHUMI DURIAN INDONESIA YOGYAKARTA

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Abstract

This study aims to analyze the brand positioning strategy on CV Bhumi Durian Yogyakarta. This study used quantitative descriptive method. The sampling technique used purposive sampling of 94 respondents. Primary data collection is carried out using questionnaire methods that have been tested for validity and reliability. The questionnaires distributed were measured using a Likert scale. Based on the results of the study, the overall brand positioning strategy variable has an average calculated value of 3.73 which is included in the agree category. Based on the value indicator, it has a calculated average value of 3.00 which is included in the neutral category. Based on the uniqueness indicator, it has a calculated average value of 3.82 which is included in the category of agree. Based on credibility indicators, it has a calculated average value of 3.91 which is included in the category of agree. Based on sustainability indicators, it has a calculated average value of 3.97 which is included in the agreed category. Based on the conformity indicator, it has a calculated average value of 3.95 which is included in the agreed category.

Keywords: Brand Positioning, Value, Uniqueness, Credibility, Continuity, Suitability