ANALISIS KESADARAN MEREK (*BRAND AWARENESS*) PADA PRODUK AIR MINUM DALAM KEMASAN (AMDK) MEREK AIRKU DARI PDAM TIRTA BINANGUN KULON PROGO

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Abstrak

Penelitian ini bertujuan untuk mengetahui tingkat kesadaran merek (*brand awareness*) konsumen terhadap produk air minum dalam kemasan (AMDK) merek AirKU dari PDAM Tirta Binangun Kulon Progo. Metode analisis data yang digunakan dalam penelitian ini menggunakan metode penelitian kuantitatif dengan pendekatan deskriptif. Sampel penelitian ini sebanyak 107 yang diperoleh dari penyebaran kuesioner. Analisis data menggunakan aplikasi SPSS (*Statistical Product and Service Soluction*) 2.2 for Windows. Hasil penelitian ini menggunakan *arithmatic mean* yang menunjukan bahwa hasil rata-rata indikator *Top of Mind* sebesar 3,18, indikator *Brand Recall* sebesar 2,89, Brand Recognition sebesar 2,92, indikator *Unware of Brand* sebesar 3,3. Secara keseluruhan penilaian Kesadaran Merek (Brand Awareness) pada produk air minum dalam kemasan (AMDK) merek AirKU dari PDAM Tirta Binangun Kulon Progo memperoleh nilai rata-rata sebesar 3,07 masuk dalam kategori setuju tetapi masih ada kekurangan yang harus diperhatikan dalam indikator *Brand Recall* seperti dalam kurangnya ketertarikan konsumen untuk mengkonsumsi AMDK merek AirKU dan kurangnya konsumen mengenal AMDK merek AirKU sehingga menyebabkan AMDK merek AirKU kurang disadari oleh konsumen.

Kata Kunci: *Kesadaran Merek, Air Minum Dalam Kemasan (AMDK), AirKU, PDAM Tirta Binangun Kulon Progo*

THE ANALYSIS OF BRAND AWARENESS OF AIRKU BOTTLED DRINGKING WATER PRODUCT OF PDAM TIRTA BINANGUN IN KULON PROGO

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Abstract

This study aimed to determine the level of consumer brand awareness of AirKU bottled water products of PDAM Tirta Binangun in Kulon Progo. Data analysis method used in this study was quantitative research methods with a descriptive approach. The samples of this research were 107 respondents which were obtained from distributing questionnaires. Data were analyzed using SPSS (Statistical Product and Service Soluction) 2.2 for Windows applications. The results of this study used the arithmetic mean which showed that the average yield of the Top of Mind indicator was 3.18, the Brand Recall indicator was 2.89, the Brand Recognition was 2.92, the Unware of Brand indicator was 3.3. Overall Brand Awareness assessment on AirKU bottled drinking water products of PDAM Tirta Binangun in Kulon Progo had an average value of 3.07 which included in the agreed category but there were still deficiencies that must be considered in the Brand Recall indicator such as the lack of consumers interest in consuming AirKU bottled drinking water and the lack of consumers knowing the brand causing it less recognized by consumers.

Keywords*: Brand Awareness, Bottled Drinking Water, PDAM Tirta Binangun Kulon Progo*