

**ANALISIS KESADARAN MEREK (*BRAND AWARENESS*) PADA  
PRODUK GUDEG KALENG MEREK GUDEG KALENG BU TJITRO  
1925 (STUDI KASUS PADA CV BUANA CITRA SENTOSA  
YOGYAKARTA)**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui tingkat kesadaran merek (*brand awareness*) konsumen terhadap produk Gudeg Kaleng Bu Tjitro 1925 dari CV. Buana Citra Sentosa. Penelitian ini menggunakan metode deskriptif kuantitatif dengan teknik pengumpulan data melalui wawancara dan kuesioner. Sampel penelitian ini sebanyak 96 yang diperoleh dari penyebaran kuesioner. Analisis data menggunakan aplikasi SPSS (*Statistical Product and Service Solution*) 2.6 for Windows. Hasil penelitian ini menggunakan *arithmetic mean* yang menunjukkan bahwa hasil rata-rata indikator *Recall* sebesar 3,36, indikator *Recognition* sebesar 3,43, indikator *Purchase* sebesar 3,31, indikator *Consumption* sebesar 3,35. Secara keseluruhan penilaian Kesadaran Merek (*Brand Awareness*) pada produk gudeg kaleng merek Gudeg Kaleng Bu Tjitro 1925 dari CV. Buana Citra Sentosa memperoleh nilai rata-rata sebesar 3,37 masuk dalam kategori sangat baik tetapi masih ada kekurangan yang harus diperhatikan dalam indikator *Purchase* seperti dalam kurangnya konsumen untuk menjadikan produk gudeg kaleng merek Gudeg Kaleng Bu Tjitro 1925 sebagai pilihan utama ketika ingin membeli produk gudeg kaleng.

**Kata Kunci:** *Kesadaran Merek, Brand Awareness*



**THE ANALYSIS OF BRAND AWARENESS OF CANNED GUDEG  
PRODUCT OF PRODUCT BRAND CANNED GUDEG BU TJITRO 1925  
(CASE STUDY ON CV BUANA CITRA SENTOSA YOGYAKARTA)**

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***Abstract***

*This study aimed to determine the level of consumer brand awareness of Canned Gudeg Bu Tjitro 1925 products of CV. Buana Citra Sentosa. This study used descriptive quantitavie methods with data collection techniques through interviews and questionnaires. Data were analyzed using SPSS (Statistical Product and Service Solution) 2.6 for Windows applications. The results of this study used the arithmetic mean which showed that the average yield of the Recall indicator was 3,36, the Recognition indicator was 3,43, the Purchase indicator was 3,31, the Consumption indicator was 3,35. Overall Brand Awareness assessment on Canned Gudeg product of product brand Canned Gudeg Bu Tjitro of CV. Buana Citra Sentosa had an average value 3,37 which included in the very good category but there were still deficiencies that must be considered in the Purchase indicator, such as in the shortage of consumers to make the Canned Gudeg product of the Canned Gudeg Bu Tjitro 1925 the main choive when consumers want to buy Canned Gudeg products.*

**Keywords:** Brand Awareness