

PROSES DOKTRIN *BRAND STRATEGY*

**(Studi Deskriptif Kualitatif Proses Doktrin *Brand Strategy* di De' Halal Mart
Yogyakarta Periode Maret – Juni 2019)**

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ABSTRAK

Aksi 212 tahun 2016 lalu menumbuhkan semangat bagi Pak Hermawan selaku *owner* untuk membuat swalayan yang berbeda dari swalayan yang telah hadir di Yogyakarta. Menjawab kebutuhan masyarakat akan kebutuhan yang halal, De' Halal Mart hadir di Jl. Kaliurang KM 9 Yogyakarta dengan produk yang dijamin kehalalannya.

Penelitian ini menggunakan teori dari Knapp, Proses Doktrin *brand strategy*. Terdapat lima langkah dalam teori tersebut yaitu *Brand Assessment*, *Brand Promise*, *Brand Blueprint*, *Brand Culturalization*, dan *Brand Advantage*. Data penelitian dikumpulkan melalui metode observasi, wawancara, dan dokumentasi.

Dapat disimpulkan proses doktrin *brand strategy* De' Halal Mart merupakan sebuah proses yang sesuai dengan visi mereka yaitu menjadi pionir supermarket dengan produk halal yang paling besar. De' Halal Mart dalam melakukan proses tersebut merupakan sebuah usaha agar mereknya menempati “posisi khusus”, dan bernilai dalam ingatan pelanggan.

Kata kunci: Strategi merek, *Branding*, De' Halal Mart

PROCESS OF BRAND STRATEGY DOCTRINE

***(Qualitative Descriptive Study of the Process of Brand Strategy Doctrine at De
'Halal Mart Yogyakarta Period March - June 2019)***

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ABSTRACT

The peaceful action 212 in 2016 fostered enthusiasm for Mr. Hermawan as the owner to make a supermarket that was different from the one already present in Yogyakarta. Answering community needs for halal needs, De' Halal Mart is built on Jl. Kaliurang KM 9 Yogyakarta with products that are guaranteed halal.

This research uses theories from Knapp, Process of the brand strategy doctrine. There are five steps in the theory, namely Brand Assessment, Brand Promise, Brand Blueprint, Brand Culturalization, and Brand Advantage. The research data was collected through observation, interview, and documentation methods.

It can be concluded that De' Halal Mart's brand strategy doctrine is a process that fits their vision of becoming the pioneer of supermarkets with the biggest halal products. De' Halal Mart in carrying out this process is an effort so that the brand gets a "special position", and is valuable in the customer's memory.

Keywords: Brand strategy, Branding, De' Halal Mart