# ABSTRAK

**Kheidir Ahmad,** 2018. **Analisis penerapan *brand image* pada produk Bulog di Perum Bulog Divre Sulselbar.** Skripsi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I Abdul Muttalib dan Pembimbing II M. Hidayat.

Penelitian ini bertujuan untuk menilai penerapan *brand image* pada produk Bulog di Perum Bulog Divre Sulselbar. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian deskriptif kualitatif.

Data dalam penelitian ini diperoleh dengan menggunakan teknik wawancara mendalam dan teknik observasi langsung. Teknik wawancara mendalam dilakukan terhadap 1 informan kunci dan 3 informan non kunci.Teknik observasi dilakukan oleh peneliti terhadap *brand image* pada produk Bulog.

Hasil penelitian ini menunjukkan bahwa produk di Perum Bulog Divre Sulselbar dalam penerapan *brand image* menerapkan tiga hal yaitu, Keunggulan Asosiasi Merek (*Favor Ability of Brand Association*) yang berupa harga, desain, manfaat dan pengalaman dari *brand image.* Kekuatan Asosiasi Merek (*Strength Of Brand Association*) berupa keunikan brand, Kekuatan brand dan sikap postif yang diterapkan dalam *brand image.*Keunikan Asosiasi Merek (*Uniqueness of brand Association*) berupa logo, iklan, dan pelanggan menanggapi brand produk Bulog. Perum Bulog Divre Sulselbar telah menerapkan *brand image* pada setiap produk Bulog yang diproduksi.

**Kata Kunci : *Brand Image***

# ABSTRACT

**Kheidir Ahmad**, 2018. ***Analysis of the application of brand image on Bulog products at the Sulselbar Regional Logistics Agency***. *Thesis of Management Study Program, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by Advisor* I Abdul Muttalib *and Advisor* II M. Hidayat. *This study aims to assess the application of brand image on Bulog products at the Sulrebar Regional Logistics Agency. The type of research used in this study is a qualitative descriptive study.*

*Data in this study were obtained using in-depth interview techniques and direct observation techniques. In-depth interview techniques were conducted on 1 key informant and 3 non-key informants. Observation techniques were carried out by researchers on the brand image of Bulog products.*

*The results of this study indicate that the products in the Sulselbar Regional Logistics Bureau in implementing brand image apply three things, namely the Excellence Ability of Brand Association in the form of price, design, benefits and experience of the brand image. Strength of Brand Association in the form of brand uniqueness, brand strength and positive attitude applied in brand image. Uniqueness of Brand Association in the form of logos, advertisements, and customers responding to Bulog's product brand. Sulselbar Bulog Divre has implemented a brand image on every Bulog product produced.*

***Keywords: Brand Image***