

Pemasaran atas produk-produk cult brand dengan word of mouth (kasus penjualan produk-produk brand sepakbola yang disimbolkan melalui authentic football jersey) = Marketing of cult brand products through word of mouth case study sales of football brand products symbolized by authentic football jersey / Anjar Setyokusumo Sudjarwo

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana proses pemasaran produk-produk cult brand dengan word of mouth. Konsep utama cult brand adalah kesetiaan terhadap suatu brand / merek, sedangkan konsep utama word of mouth adalah komunikasi berupa pembicaraan maupun testimonial yang dilakukan orang yang membicarakan suatu produk atau jasa. Hal-hal yang juga terkait dengan penelitian ini adalah mengenai fanatisme dalam sepakbola, brand sepakbola sebagai cult brand, jersey sepakbola sebagai simbol sepakbola, serta komunitas dalam sepakbola. Metode yang digunakan dalam penelitian ini adalah kualitatif dengan narasumber penjual dan pemilik jersey yang seluruhnya tergabung dalam komunitas Jersey Forumotion. Kesimpulan utama dari penelitian ini adalah mengenai komunitas dan viral marketing yang merupakan bentuk penyampaian word of mouth yang tepat bagi pemasaran produk-produk cult brand, khususnya pada penjualan jersey sepakbola.

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ABSTRACT

The objective of this research is to identify the marketing process of cult brand products through word of mouth. The main concept of 'cult brand' is the loyalty towards a particular brand while the main concept of 'word of mouth' is communication in the form of either conversation or testimonial conducted by person conversing about a particular product or service. Also related to this research is the fanaticism in Football, Football brand as cult brand, Football jersey as Football symbol as well as community in Football. Qualitative research method is employed in this research with sellers and owners of jerseys?all of them members Jersey Forumotion community?as interviewees. The main conclusion of this research is about the community and viral marketing, which are forms of word of mouth suitable for the purpose of cult brand products marketing, particularly on Football jersey sales, The objective of this research is to identify the marketing process of cult brand products through word of mouth. The main concept of 'cult brand' is the loyalty towards a particular brand while the main concept of 'word of mouth' is communication in the form of either conversation or testimonial conducted by person conversing about a particular product or service. Also related to this research is the fanaticism in Football, Football brand as cult brand, Football jersey as Football

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