ABSTRACT

**EFFECT OF EXPANSION BRAND (BRAND EXTENSION) ON BRAND
EQUITY (BRAND EQUITY) ABC SOY SAUCE
IN BANDAR LAMPUNG**

by

Azhan Zulmi

The phenomenon of competition between products currently requires companies to

design and establish the right competitive strategy to capture market share (Market

Share) in the middle of the growing number and diversity of products on the market .

One of the competitive strategy of the company is to build a strong brand .

The problem faced by the company ABC soy sauce is soy sauce competition in the

industry so that companies are required to establish the right strategy in order to have

a chance to compete in producing a quality soy and promote it so that consumers are

confronted by a wide selection of brand soy sauce at a price , and the quality of the

different variants . One strategy that can be done about the company's brand to create

brand equity is to expand the brand (Brand Extension) .

The problem in this study is whether the expansion of the brand (brand extension)

effect on brand equity (brand equity) in Bandar Lampung ABC soy sauce .

Based on the formulation of the problem and the framework described above , then the hypothesis in this study is the effect on brand extension brand equity ABC soy sauce in Bandar Lampung .

Population studied in this research is that consumers ABC soy sauce in Bandar Lampung to the number of respondents of 100 respondents . The sample set is a sample that has been or ever made a purchase soy ABC least three times in one year back before the study took place .

Suggestions that can be recommended from this research is the company should continue to instill awareness of the brand in the minds of consumers by way of promotional measures to attract consumers , for example, an advertising jingle or catchy slogan by consumers . Furthermore, the company should continue to maintain the quality / quality of ABC soy products so that consumers can continue to believe in the ABC soy sauce .