

**AKTIVITAS PEMBENTUKAN *BRAND IMAGE* KANAN *BARBERSHOP*
MELALUI *MARKETING COMMUNICATION* DI MASA PANDEMI
COVID-19**

SKRIPSI

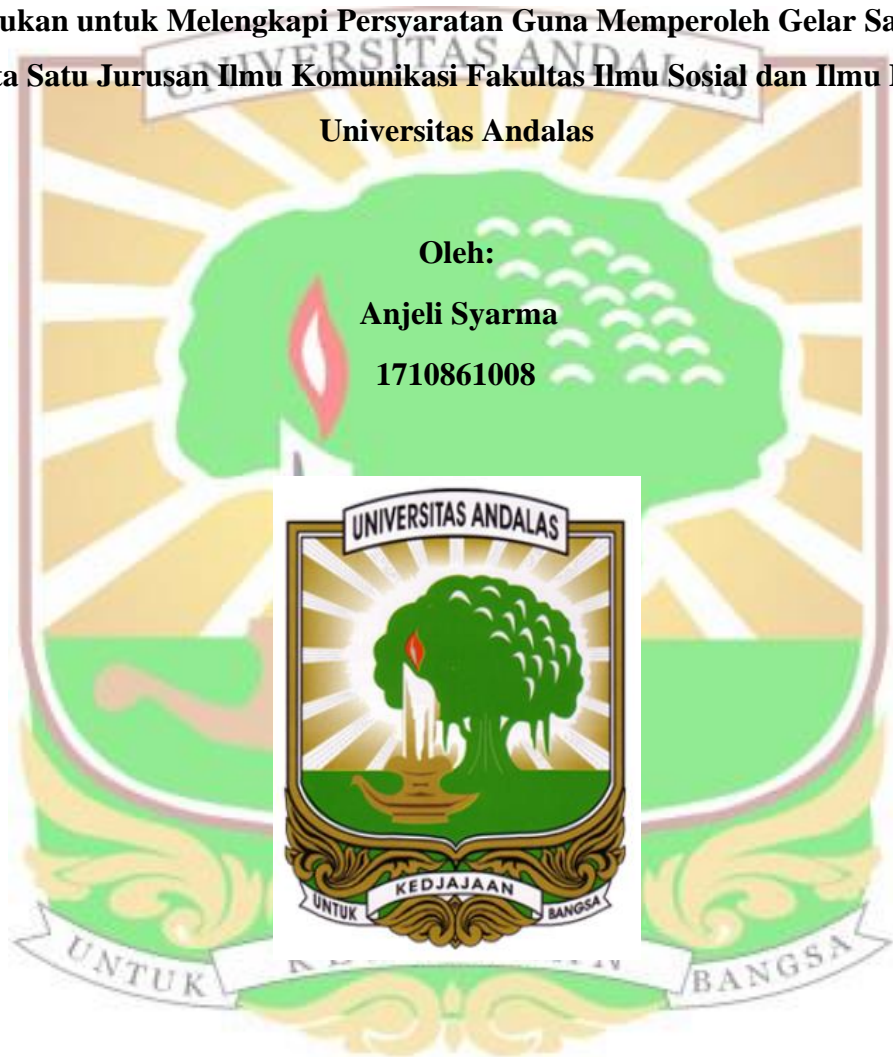
**Diajukan untuk Melengkapi Persyaratan Guna Memperoleh Gelar Sarjana
Strata Satu Jurusan Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik**

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ABSTRAK

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Penelitian ini bertujuan untuk mendeskripsikan bagaimana aktivitas pembentukan *brand image* yang dilakukan oleh KANAN *Barbershop* di masa pandemi Covid-19 melalui *marketing communication*, serta mengetahui bagaimana pandangan *customers* terhadap *brand image* yang telah dibangun oleh KANAN *Barbershop*. Penelitian ini menggunakan metode penelitian deskriptif kualitatif, dengan pendekatan studi kasus dan paradigma konstruktivis. Penelitian ini menggunakan teknik *purposive sampling* dalam memilih informan penelitian. Teori yang digunakan yaitu teori *marketing mix 7P* dengan teknik pengumpulan data diperoleh dengan cara wawancara, observasi dan dokumentasi. Teknik analisis data menggunakan teknik dari Miles dan Huberman yang membagi analisis data menjadi tiga tahapan di antaranya reduksi data, penyajian data, penarikan kesimpulan dan verifikasi. Uji keabsahan data menggunakan triangulasi metode. Hasil penelitian menunjukkan bahwa dalam pembentukan *brand image* di masa pandemi Covid-19, KANAN *Barbershop* tetap melakukan *marketing communication* yang telah mereka jalankan seperti sebelum masa pandemi dengan beberapa pembaruan yang menyesuaikan dengan keadaan pandemi, seperti dengan penerapan protokol kesehatan dan beberapa promosi yang lebih meringankan perekonomian *customers*. *Customers* memiliki pandangan yang positif dari *brand image* yang telah dibentuk KANAN *Barbershop*, *image* positif ini didasari dari kualitas pelayanan yang diberikan dan suasana serta hubungan baik yang dibangun oleh internal terhadap *customers*-nya.

Kata Kunci: *Brand Image, Marketing Communication, KANAN Barbershop, Pandemi Covid-19.*

ABSTRACT

ACTIVITIES OF KANAN BARBERSHOP IN BUILDING THE BRAND IMAGE THROUGH MARKETING COMMUNICATION DURING THE COVID-19 PANDEMIC

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This study aims to describe how the activity of the establishment of brand image conducted by KANAN Barbershop during the Covid-19 pandemic through marketing communications, as well as knowing the customers view towards brand image which has been built by the KANAN Barbershop. This study uses a qualitative descriptive research method, with a case study approach and a constructivist paradigm. This study uses purposive sampling technique in selecting research informants. The theory used is the theory of marketing mix 7P with data collection techniques obtained by means of interviews, observation and documentation. The data analysis technique uses the technique of Miles and Huberman which divides data analysis into three stages including data reduction, data presentation, conclusion drawing and verification. Test the validity of the data using method triangulation. The results showed that in establishing a brand image during the Covid-19 pandemic, KANAN Barbershop continued to carry out marketing communication activities they had as before the pandemic period with several improvement that adapted to the pandemic situation, such as the implementation of health protocols and several promotions that was able to ease the customers to pay for the service. Customers have a good positive view about the brand image that has been built by KANAN Barbershop, this positive is based on the quality of service provided and the atmosphere and good relations built internally with its customers.

Keywords: Brand Image, Marketing Communication, KANAN Barbershop, Covid-19 Pandemic.