

---

## THE BRAND BUILDING : DEVELOPING BRAND ASSET VALUATOR AND BRAND ASSOCIATION ( Empirical study on traditional snack food In Indonesia)

Dani Dagustani  
Business and Management Program  
STIE EKUITAS, 40124 Bandung, Indonesia  
Email : [dagustani@yahoo.com](mailto:dagustani@yahoo.com),

Herry A.Buchory  
Business and Management Program  
STIE EKUITAS, 40124 Bandung, Indonesia  
Email : [achmad\\_buchory@yahoo.com](mailto:achmad_buchory@yahoo.com),

Mutia T. Satya  
Business and Management Program  
STIE EKUITAS, 40124 Bandung, Indonesia  
Email : [rafi\\_afia@yahoo.com](mailto:rafi_afia@yahoo.com),

---

### ABSTRACT

One of the main problems in small business in Indonesia is the branding, most small businesses in sectors including traditional snack food industry do not understand what the benefits of a strong brand. Although some of them quite understand the function of the brand as the identity of the product. The small food businesses still think that the brand is the cost of production, which can be removed for the company's efficiency without considering of the company's benefit in the future of a brand. Efforts to build a brand for a small business of food in general began conducting audits of the brand, establish identity in accordance with the character of the product and the culture in which they do business, and positioning strategy of the brand itself. In this study we did was stage knowing the objective conditions of a brand through brand asset valuator tool developed by Young and Rubicam and Identity formed from consumer associations attached to the product itself were analyzed using the Cochran method to determine the sequence of the most powerful association of a number of associations that arising from the respondents. The results of the analysis of the acquired brand of some snack food small business, showed vary both from the perspective of brand strength and brand stature perspective. The strongest association was formed, that this borondong products represent the older generation and traditional, so they can understand the brand is increasingly abandoned by youth generation. Further the results of the analysis can be used as a reference to create a brand strategy implementation in the embodiment of the brand element and positioning strategy that is appropriate for the brand communication

Keyword : Snack Food, Brand Asset Valuator, Brand Association,

---

### 1. Introduction

Brand is the most important matter in a product, Consumer will recognize and remember the product by seeing the brand. Brand, it self, is basically built as a label from the ownership of product. So that, there is clearly the difference between product and brand. The product is simply something produced by manufacture, where as brand is something bought by consumer. If a product can be easily imitated by competitor, so brand always have the uniqueness which is relatively hard imitated. The brand is closely related to the perception, therefore the competition really happening among the companies are the perception competition and not only product competition. The company which can afford build its brand well will be able to face each competitor's aggression so that it keeps holding its customers.

According to Kotler and Keller (2009) there are the benefits if a product has strong brand i.e can fix the product performance perception, loyalty is better than customer, product is not vulnerable against competitive marketing measure. Good brand is able to create the biggest margin and easy to reach the effectiveness of marketing communication.

Although, brand has much more benefits for a product, but not all entrepreneurs are aware of the brand significance. Some of them, especially in small industry, prefer to sell product without labeling the brand name. that is too bad, so that the business starting for a long time can not result in the added value that is built from the strength of its own brand. Based on pre-survey that was done, the reason from small entrepreneurs not willing to use the brand i.e by using the brand, there will be additional cost charge like recommendation/permission from government agency or certain authorized agency. One of traditional snack food industry that we study is in Ibum Subdistrict, Bandung regency. The available Potential which can be developed in Ibum Subdistrict is specific food characterized snack culinary, well-known as "borondong" which had been commercialized since 1960s. Basic

material of product is made of glutinous rice which is fried without oil and mixed with liquid palm sugar to be the certain batter and then moulded into the general-rounded form like a ball. The standard or original taste is rather rubbery-textured sweet. From the problems came up, the research is focused to the brand problem. Due to not understood yet about the importance of a brand, most of the products have yet to do the strengthen strategy in the brand level which is proven from the form of very simple and uninteresting - packed brand whereby borondong is only wrapped by thin plastic and given very simple brand made from photocopied-paper. It is actually needed a more comprehensive strategy to improve the level of Borondong Craftsmen with respect to classic problem which is frequently experienced by small entrepreneurs in Indonesia like capital access, shortage of skillful human resources, limited marketing line and many more. One of important basic strategy in the initial stage from micro business is marketing strategy, in this case, the strategy of strengthening the brand for traditional snack food business. With the strong brand and the giving of clear and different meaning compared the competitor of substitution product of the other specific food, hopefully the selling prospect can increase better in the next time. The aim of research is to know the objective condition of brand health from traditional snack food business through brand asset valuator and to know the the strongest association from traditional snack food product among consumers.

## 2.literature review

### 2.1 Brand

Practitioners and researchers committed that the brand name is valuable asset for company. The branding building process is the most important thing in building the strong brand. Some models had been developed by experts both empirical-based and conceptual-based in their research. The fact showed that brand and way of managing company affecting the performance of finance and business generally.

The successful brand will get the benefit, meanwhile the unsuccessful brand in its process will experience the loss significantly. Most of business executive admit for the certain brand which had been generally established and prominent i.e Coca-Cola, Microsoft, IBM, Google, are valuable company asset, in fact, those are in the 10 World Top brand, in 2011 based on Global brand ranking oleh Interbrand Marteka Lhotakova ( 2011:439 ).

According to (American Marketing Association, 2012 in Lhotakova, 2012:435) mentioned that “ brand as a name, term, design, symbol or other feature which can identify product or service seller in order to be different to the other one”. The definition means the brand as something which can be directly seen, the strength behind the brand name, its self cannot be revealed. In its journey, the definition about brand continually developed to emphasize that brand in addition to have the concrete strength which is functional like what it said above has the intangible strength which is able to make and drive customers emotionally out of the function from the brand by it self. Kotler and Gartner in Tasci and Kozak (2006) postulated that brand is not only as the product distinguisher and represent the promise from the value but also drive to be trusted, bringing about the emotion, prompting the behavior.

Its meaning from the side of component maker, brand has attribute which is tangible in nature like logo, design, picture, place, and intangible attribute like emotion, odors, color, flavor, relation/interaction which can be used for brand positioning de Chernatory and Riley in Balakrishnan (2009).

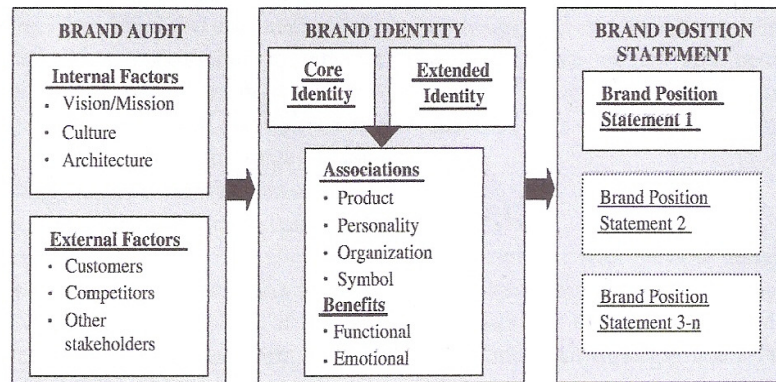
Brand Power plays a big role in building the benefit for company. Such a basic concept from the brand is necessary to be revived for traditional Borondong snack food businessman. The result of observation that we had done indicates that some customers had recognized borondong product, and bought it because of some reasons like the interesting shape and sweet taste with unique texture but they didn't know the brand from such a product at all.

### 2.2 Brand Building Process.

Internal Process to build the brand is the activity done by the company before the brand is implemented. The research done to be on the basis of the perspective of company is not only seeing the impact for brand image that was perceived by consumer. The result of research helps the practitioner how to handle the business environment complexity in building the brand. The structured approach to build the brand from company internal side is frequently described on the number of certain phases. Based on the research, there are three steps that will be passed through, those are : 1) Brand Audit 2) Brand Identity, then 3) Brand Position Statement. Like on the model that is developed from the one which is developed by wallstrom, Karlsson and Sangari (2008) which based on the empirical research against some

Companies which are different to any sector in service field in Sweden exploring the building process from the internal side of the company as follows :

**Figure 2.1 The Internal corporate brand-building process:  
A conceptual frame work**



1. Brand Audit by considering the internal factor in the company vision, culture, and brand architecture in the external perspective in noticing the customer, distributor (reseller) other stakeholder. This is done to know the objective condition of brand at present.
2. Brand Identity, after being audited toward the brands is necessary to be identified about the identity of core-characterized brand building and which will be developed with the purpose to build the meaningful association for customer.
3. To build the positioning statement which reflects how the brand must be seen by stakeholder and internal company, through the form of communication strategy.

**2.3. Brand audit with Brand Asset Valuator**

Internal Process building the brand is started with the audit against the brand involving two important case i.e internal –external company condition.

There are three factors of internal condition that must concerned i.e vision or mission, organizational culture, and its architecture of brand. In the side of external factor, there are two main case that is necessary to be noticed i.e customer and competitor, and if needed, the other stakeholder can be considered, for example local government. Internal condition of small-scaled company is known through the interview and observation to the owner. In this research, the emphasizing in external condition of company by using Brand Asset Valuator.

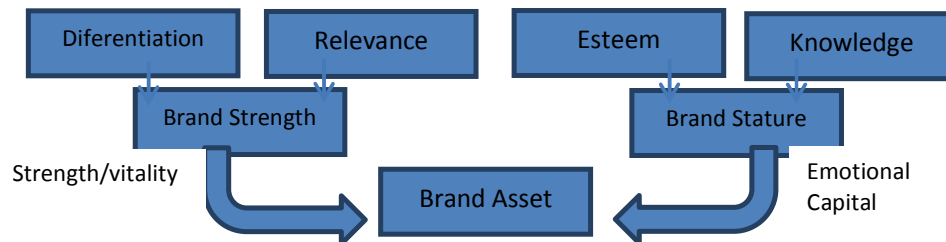
Data taken from the brand audit result enables the company to understand the context and situation that will be faced when the brand will be built. In this model, the brand audit result will affect the next step in the process series i.e to determine brand identity by knowing the association against the brand.

**a) Four Pillars of Brand asset Valuator**

The model is introduced by The Young and Rubicam, and used as the way to strengthen the brand. This had been evidently used by many brands in 30 countries, which learned to differ the successful brand or not successful one. The concept uses four pillars in the side of the most critical power brand is **differentiation** from the brand describing how such a brand is unique and different from market competitor. Then, **the relevance** as the personal appropriateness with the brand, or the meaning of brand for the customer, how the brand resonated with market target. Many brands which is matched to few people and the rest is not, or many brands which has the advantage or differentiation but not relevant with any people.

The next from the side of brand stature, there is **the esteem** of this pillar related to the consumer esteem or customer to the brand, especially in the impression of quality, popularity and the acceptance from market as long as the brand is available. The last pillar is the knowledge, this dimension indicates how far the consumer knows and understand the brand.

**Figure 2.2. Building the brand from four main Pillars**

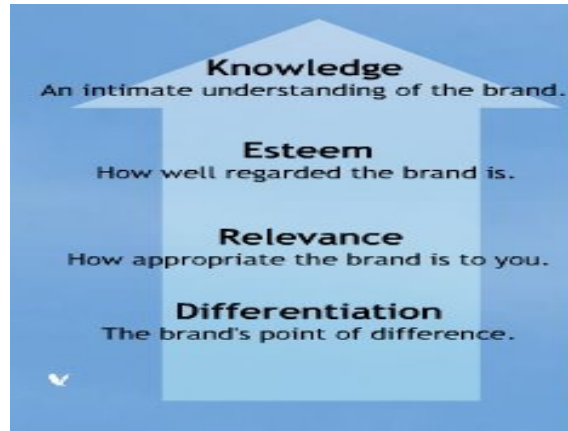


Source: Sasikala (2013)

How the journey of brand is built, to know such a matter more than 100.000 consumer had been interviewed around the world, to measure more than 50 differences of perception which appreciate the brand.

According to BAV concept started from differentiation is the basis for consumer to choose the essence from the brand and is the source from profit margin, then to increase to the relevance related to the usage from the brand and marketing strategy through the marketing diffusion to confirm the suitability with the consumer needs which is in its turn related to the product selling, then enter to esteem pillar as the appreciation from consumer built from the fulfillment of brand promise to consumer, the last one is to reach the knowledge step which is the most ultimate pillar from the effort to build the related brand with the consumer experience which certainly build strong memory sourced from the experience as long as they consume such a product. The journey from four pillars is described by BAV from the Young and Rubicam(2000) as follows :

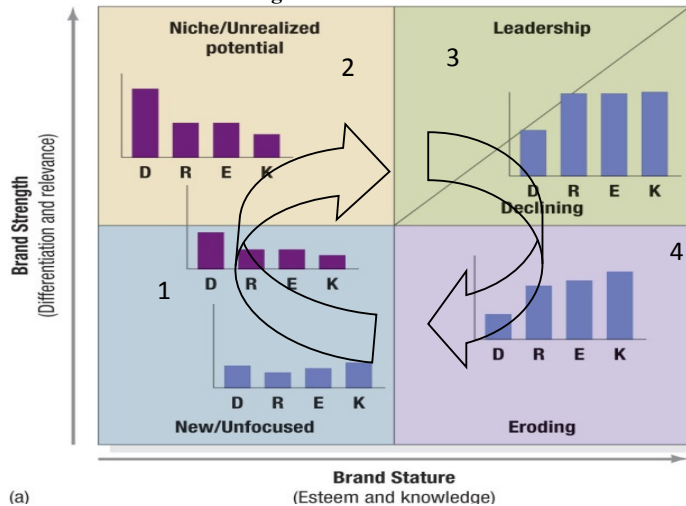
Figure 2.3. Building the brand from four main Pillars



b) **BAV power grid**

Differentiation and relevance are combined to determine the power brand which drives two pillars indicating the value of brand future. The esteem and knowledge concurrently build the brand reputation, which is excessively "report card" about the last performance. Two dimensions; Brand strength and Brand stature to be the power to drive the brand.

Figure 2.4. BAV Power Grid



Source : Kotler dan Keller (2009)

Figure 2.3 Y&R power grid in the horizontal axis indicates *brand stature* Where as vertical axis indicates brand strength, so all grids are divided into four quadrants indicating how condition of brand is if it is in one of quadrants.

1) **Quadrant 1**, brand is in the quadrant as a new brand known and newly entered to the market or can be old stagnant brand as well or not having clear focus.

Brand in the quadrant 1 has brand stature and brand strength which get lower. The quadrant is divided into 2 parts a) brand which is not focused tends to be stagnant b) new brand which is better to be marked by the differentiation figure, relevance, esteem and the better knowledge. That can be done for the brand getting into

- this quadrant builds the strong differentiation and relevance in order to be the consumer choice so that it can promote to quadrant 2.
- 2) **Quadrant 2**, this quadrant as the step where the company has't yet to be able to realize the maximum potential from the company brand or the brand plays in market niche. In the quadrant is marked with the brand strength in the form of differentiation and some brand attribute which is relevant with the consumer needs but the lower brand stature is marked with deformation of the esteem and knowledge by its consumer, however, the brand revenue into this quadrant is although low but having the potential to develop in the next.
  - 3) **Quadrant 3**, in this quadrant as the step where the brand to be the leading one which is marked with the height of four pillars , those are differentiation, relevance, esteem, and the knowledge of consumer. The brand in this quadrant has the high income and also has the potential of high growth in the future, for example the brand of Microsoft, Halmark, Campbell (2002) and Y&R inc (2000).However, in the quadrant 3 is divided into 2 diagonally parts, those are the leader and there is decreasing brand leader. The decreasing leader in this brand results in the high sale marked by the high esteem and knowledge as the result of building the past successful brand but the the potential of low growth marked by low differentiation and relevance which has the meaning that the company in this brand decreasingly does the research-based innovation to produce the newly unique and relevant product with the progress of recent consumer needs, so that the potential of brand is low and getting decreased.
  - 4) **Quadrant 4**, in this quadrant as the step where the brand in the position of being diluted or dangerous that is marked with there is no sustainable differentiation and relevance triggering the figure of esteem and knowledge to get decreased. In this quadrant, the brand undergoes many challenges to return the brand and company health.

So if noticed, the journey of building the brand is depended from the combination of four pillars happening to the company, to tend clockwise in the cycle of brand evolution life started from the lowest quadrant (grid) 1 until quadrant four. The company begins to build the brand with relevant-differentiation energy in order to become the interesting brand for market niche, then to select less important and critical matter to start building the esteem and knowledge to be the leading brand. But when the differentiation starts unclearly or gets missed so the brand of product will get into the mass marketing category (more) or the commodity so that the brand gets decreased and even eroded. The rotation cycle doesn't stop in one grid, but continues movement conforming to the rise and fall of company condition, therefore, it is called power grid driven by the combination of four pillars from the dimension of brand strength and brand stature.

#### 2.4 Brand Association

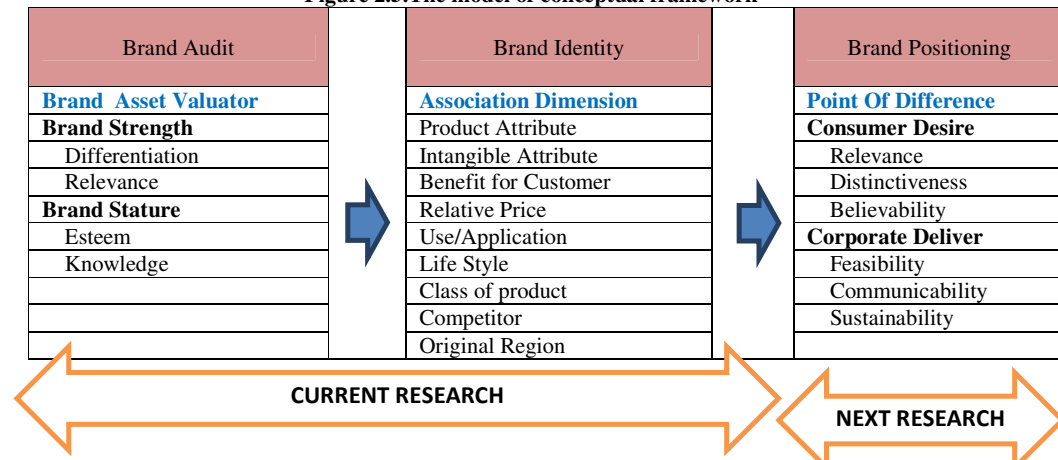
One of the most important tasks from the brand manager is to understand and manage the group of association emerged around the brand. Overall, Aaker (1991) selection, build, and maintain the association is the most important in managing brand equity. Brand association is everything linked from memory node to brand, and declares the essence of brand association role is to build the meaning for consumer. The brand association is crucial for marketing practitioner for various reasons, according Till, Baack and Waterman (2011) 1) to help the consumer in processing and getting back the information, positioning , and distinguishing the brand in their mind. 2) if association appearing positively will build the beneficial behavior for the brand and prompt the reason to buy 3) brand association exploit and build the effectiveness of brand expansion. Aaker (1991) in Al-Abdallah and Abo-Ruman (2013) reaffirm the original concept from eleven dimensions of brand association as follows :

- a. **Attribute produce**, This is very crucial for consumer and marketer. Consumer uses the product attribute to evaluate the benefit of attribute. In many product classes, the brands will be associated by different attribute to differentiate the product with competitor as the positioning strategy choice. However, a positioning strategy involving too many attributes can cause the confusing image and sometimes being opposite.
- b. **Intangible Attribute** , This factor is very effective to develop the association if compared with specific product attribute. In common, it is introduced as general attribute i.e. quality impression, technology leadership, consumer care, quality value, which are the conclusion of attribute- purposed group.
- c. **Customer benefit**, this refers to which gives the benefit for customer or meet the satisfying consumer needs. A rational benefit is closely related to product attribute in the process of taking decision, where as the physiological benefit is the consequence in the establishment of behavior related to the feelings that is caused while buying or using the brand.
- d. **Relative Price**, The price of commodity both goods and service indicate the ratio of two prices or the ratio among certain price (product or service) with weighted average price from the specific category product in the market. Moreover, the price has the complex character in positioning such a product or service brand
- e. **Application**, the other brand association approaching is the use or application , in this case, as the second or third position which represent the brand in customer mind. A product is depended on the brand ability in positioning its self with the use or application concept.
- f. **User or Customer**, To associate a brand with targeted segment to be one appropriate way to make brand association embedded in the target of market.
- g. **Celebrity/person**, Artist possesses the strong association by linking the artist or celebrity with a brand who can transfer the associations to the brand. The strength of association established to the brand which is depended on how credible they are in consumer viewpoint ( high or low) associated with the brand from product will be built. The association that can be built through celebrity such as reliability, trustable, strength, performance.

- h. **Life Style or Personality**, A brand can be noticed like the most of human personality like competent, active, young, spirit (aker,1996)
- i. **Class of Product**, Defined as the group of homogeny product or generally considered as product which mutually substitute. Some products need to make the decision of appropriate positioning while involving the associations of product class.
- j. **Competitor**,The position of company by involving competitor as comparator is the appropriate way to build an excellent position related to the outlook of specific product characteristic, especially price, quality. Because of that, the product that is difficult to be evaluated tends to use established competitor to undergo the benchmarking task. Brand association is established by involving can be done through comparative advertising where one product characteristic or more can be compared explicitly or implicitly. Of course, without breaking the applicable laws.
- k. **Country or Original Region**, A Country can be the strong symbol provided that it has the strong relationship with a product, material, and capability.

2.5 The model of conceptual and hypothesis framework

Figure 2.5.The model of conceptual framework



Based on the framework of descriptive hypothesis conceptual occurring in the selection of the strongest brand association in customer mind formulated as :

Ho :all of brand association attribute examined to have the proportion of answer similar Yes at  $\alpha \leq 0.05$

3. Methodology

3.1 The Analysis of Brand Asset Valuator

a) Operational Variable

BAV Young Rubicam has the function to analyze the strength of brand image, the comparison of each measured image, so that we get the result describing the condition of brand image for each brand through four-pillars diagnostic process, those are Differentiation, Relevance, Esteem, Knowledge. Four dimension is measured through questionnaire instrument with indicator explained in the following table :

Table3.1Variable,Dimension, and indicatorof Brand assets valuator

Variable	Dimension	Indicator
Brand asset valuator, Comparative measurement Against those to compare based on four pillars, i.e. Differentiation, relevance, esteem, knowledgein the framework of building the brand strength	Differentiation	The uniqueness strength of significant brand in comparison to competitor
	Relevance	Brand suitability from product with the needs and aspiration of consumer
	Esteem	Reputation and esteem to the brand by recent consumer
	Knowledge	The depth of knowledge for consumer to know the brand

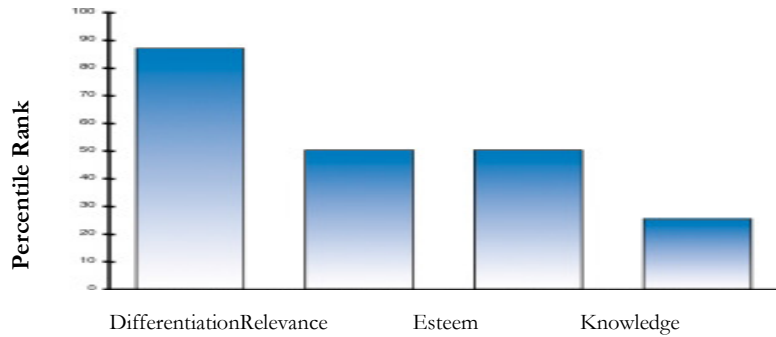
Each indicator is questioned to minimally 30 respondents for each brand of snack food herein there are 7 brands those are, 1) Sari manis 2) Ibu Cicih 3) Rindu rasa 4) Az-Zahraa 5) Madu rasa 6) ARS 7) Madu rasa putra ( haven't owned brand)

b) Brand Mapping based on 4 pillars BAV



The analysis result of data establishing the profile of four pillars as follows can make the different configuration depended on the data analysis in the processing of questionnaire data that was obtained for each dimension, one of the configuration sample can be seen on the graphic for the measurement of amazon company. com as follows :

Figure 3.1 . The Profile fourpillars for amazon.com



Source : BAV, Young and Rubicam Inc, 2000

The figure above shows the plotting result for the dimensional figures of differentiation, relevance, esteem, and knowledge that are processed and entered to the graph in the formation of percentile rank. The sample for differentiation has the percentile rank in the amount of 88% in USA in 1999, it means ( way of reading) rank of amazon differentiation ratings at the position of 88% more than 1909 evaluated brand ( the number of brand surveyed by Y & R in 1999, in USA), or there is 88% brand whose differentiation ratings under Amazon.com. Configuration like Amazon.com with the value of high differentiation and relevance, along with moderate esteem, then the value of low knowledge describes the position of newly relative brand, which is trying to withdraw customer with the differentiation uniqueness that is offered. At the time, Amazon.com is the pioneer of online bookstore around the world. Certainly every company or product brand will have the configuration formation which differently depends on the brand condition in consumer outlook. The brand is usually successful to tend to show the high brand strength indicated by the highness of differentiation and relevance. Whereas the brand having the low differentiation and relevance indicate the brand which enter the decreasing step or even the brand which is diluted. Each brand with its configuration will be entered to the quadrant of BAV power grid conforming to the condition of four pillars characteristic owned by such a brand and each quadrant has the explanation against the brand situation that is faced like subchapter 2. When we analyze or diagnose the brand, it is supposed to be done the comparison with the other brand, especially the competitor brand, so that we have the appropriate understanding about our brand strength and reputation if compared with the others.

3.2 Analysis of brand association

The method used to determine the brand association that is extremely considered by consumer is the iteration method by using statistic analysis Cochran Q test, with this method, hoped that the selected attribute can be more objective if compared to the researcher judgment of percentage method. The list of attribute that will be proposed to respondent herein the borondong consumer had been provided, and respondent just choose which is the suitable attribute as with the respondent needs. For price attribute is not examined by us because the attribute must be used as indicator of customer score determiner. We present the list of attribute that will be examined as follows :

Tabel 3.2 The List of initial association dimension of snack food

Association Variable Tested Brand	No	INDIKATOR
Product Attribute	A1	This product has innovation of the taste
	A2	More various product choice
	A3	Interesting product shape
Intangible Attribute	A4	Good quality product
	A5	Proud of buying this product
	A6	happy to buy this product
Benefits for Customer	A7	Benefit-giving product
	A8	Product can fulfill the needs
	A9	Satisfaction-giving product
	A10	Exciting experience with this product
Relative Price	A11	Offered price matches to quality
The Use/Application	A12	This brand used for snack food
	A13	This brand used as souvenir
	A14	This brand used for special event ( Party)

User or Customer	A15	This brand matches to its segment
Life style or personality	A16	This offered brand matches to life style (busy)
	A17	The offered brand matches with modern youth life style
	A18	The offered brand matches to old man life style, traditional
Class of Product	A19	High class-offered product
	A20	Middle class-offered product
	A21	Low class-offered product
Competitor	A22	The product is competitive with the other one
	A23	The product design is better than the competitor
Place of origin	A24	Borondong is coming from Majalaya

To know among 24- valid brand association indicators that will be tested by Cochran, with the following procedure :

- Hypothesis will be tested  
Ho: All of brand association attribute that will be tested have the proportion of similar Yes answer  
Ha: All of brand association attribute that will be tested have the proportion of different Yes answer
- To seek Q count with the formula as follows :

$$Q = \frac{(k - 1) |k \sum_j^k c_j^2 - (\sum_i^k c_i)^2|}{k \sum_i^n R_i - \sum_i^n R^2}$$

- Quotation of Q table, with  $\alpha = 0,05$ , degree of freedom ( df ) = k - 1  
Q tab ( 0,05;df ) from table chi square distribution.
- Decision :reject Ho and accept Ha. If Q count> Q table  
Accept Ho and reject Ha, if Q count< Q table

4. Result

4.1 Analysis of Brand Asset Valuator

The result of data processing on the brand asset valuator on the following table :

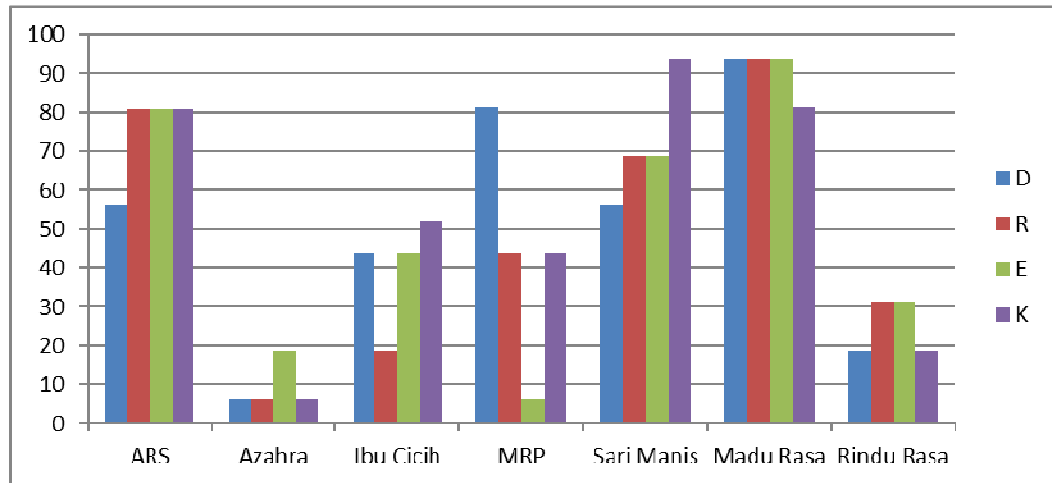
**Table 4.1 D R E K, Brand Strength, Brand Staturewhole brands**

NO	Brand Name	D	R	E	K	Brand Strength	Brand Stature
1	ARS	56.25	81.25	81.25	68.75	<b>68.7 :5</b>	<b>75</b>
2	Azahra	6.25	6.25	18.75	6.25	<b>6.25</b>	<b>12.5</b>
3	IbuCicih	43.75	18.75	43.75	56.25	<b>31.25</b>	<b>50</b>
4	Madu Rasa Putra	81.25	43.75	6.25	43.75	<b>62.5</b>	<b>25</b>
5	Sari Manis	56.25	68.75	68.75	93.75	<b>62.5</b>	<b>81.25</b>
6	Madu Rasa	93.75	93.75	93.75	81.25	<b>93.75</b>	<b>87.5</b>
7	Rindu Rasa	18.75	31.25	31.25	18.75	<b>25</b>	<b>25</b>

The comparison of four-pillars profile condition for each brand will be easier to analyze the object condition for each brand :

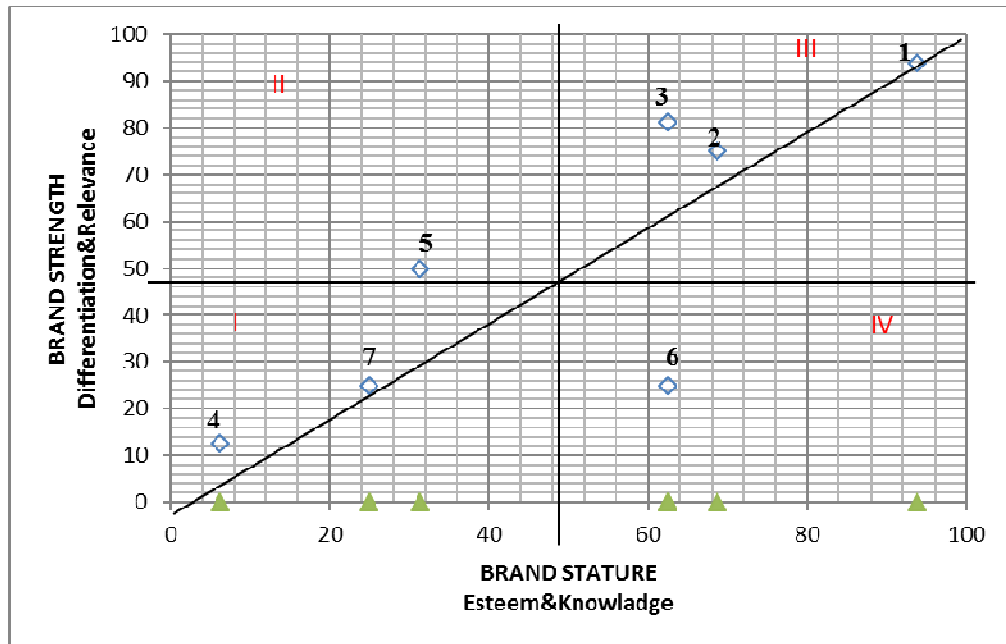


Figure 4.1 Comparison of four Pillars for all brands



From the graph, can be noticed that Madu rasa Brand is the most excellent brand compared to the other brands in the category of snack food business that can be seen the percentile rank for the value of Differentiation, Relevance, and Esteem which have the highest one compared to the other brands, it means, have the highest potential to develop in the future. To further make sure each brand condition, the value will be inserted in power grid quadrant so that it is able to know the objective condition for each brand.

Figure 4.2 BAV Power Grid for all brands



cription : 1) Madu rasa . 2) ARS. 3) Sari manis. 4) Az-zahra 5) Ibu cicih 6) Madu rasa putra ( unbrand). 7) Rindu rasa

**Table 4.2 The Resume of BAV result and strategy recommendation**

No	The brands of traditional snack food	Quadrant on BAV	Description	Strategy Recommendation
1	Madu Rasa	III	Brand Leadership, relatively high profit and high growth potential	Expansion, by selectively building the brand, in the profitable segment Brand communication with appropriate positioning strategy
2	ARS	III	Brand Leadership	Expansion with internal position strengthen with clear differentiation against competitor. Brand communication with appropriate positioning strategy
3	Sari Manis	III	Brand Leadership	Expansion with internal position strengthen with clear differentiation against competitor. Brand communication with appropriate positioning strategy
4	Az-Zahra	I	The new brand characteristic or not focused, the growth potential is not clear yet	Surviving on the sufficient segment, fix the product quality, focus to be suitable with the hope and consumer interest, or can divert to other well-suited business
5	IbuCicik	II	The brand has not yet to be aware of potential, low income, high growth potential	Surviving on the profitable segment, maintenance on the product differentiation in order to be more relevant with the consumer needs. Communication in the stage of emerging the positive will against the brand.
6	Madu Rasa Putra (unbrand)	IV	Diluted brand, or will be missing to face many challenge for maintenance	Surviving on profitable segment, maintenance on the product quality in order to focus with the consumer needs. Communication on the step to introduce and understand the brand
7	Rindu rasa	I	New brand characteristic or not focused brand Unclearly growth potential	Surviving on profitable segment, maintenance on the product quality in order to focus with the consumer needs. Communication on the step to introduce and understand the brand

#### 4.2 The analysis of brand association

##### Testing 1

Because the proportion of yes answer is still various, then carried out the test of answer proportion by test Cochran to know the valid attribute

Ho : All attributes have the proportion of same answer

Ha : All attributes have the proportion of different answer

The iteration testing by omitting "YES" value is at least going to be continued until in the condition of Ho accepted, it means there is no difference on the respondent in determining the association of traditional snack food linked to respondent memory with product appearance

In the fourth test, just to get Ho accepted and Ha rejected.

##### Testing 4

$$C = 8$$

$$R_i = 210$$

$$R_i^2 = 1492$$

$$Q_{count} = 13,55319$$

$$C_i = 210$$

$$C_i^2 = 5558$$

with  $\alpha = 0,05$ ,  $dk = 8-1 = 7$ , Acquired  $Q_{tab} (0,05;7) = 14,067$ .

$Q_{count} (13,553) < Q_{tab} (14,067)$

Test decision 4 : accept Ho

Proportion of Yes answer is equal and the result are as followed:

1	A17	Old man and traditional life style
2	A10	Offered price matched to quality
3	A14	The product brand matched to its segment ( life style and behavior)
4	A21	The product for all classes (social class of high, middle, and low)
5	A12	The brand used for souvenir
6	A11	The brand used for snack food
7	A6	The product gives the benefit
8	A24	Borondong comes from Majalaya

## 5. Conclusion

Referring to the analysis result of Brand Asset Valuator. The brands of traditional snack food distributes in all quadrants, but the references are 3- best brand which insert to quadrant III, it means that leading brand or relative superior against the other brands, however, the brands generally still have the relatively low differentiation pillar, it means that the uniqueness of product has'nt yet to be felt very unique and different if compared to the competitor, although adequately relevant with the consumer needs. This is viewed as the so big problem due to the differentiation is a part of brand strength which will drive the good brand in the future.

The strong association in the consumer memory that this product is related to some old men who have traditional life style, can be meant that this product has'nt yet to be able to adapt to conform with the change or recent development situation.

### Recommendation

It is necessary to work hard from the product and service differentiation on the foremost internal side of company before launching the brand strengthening strategy to establish new perception from traditional snack food called borondong in order to be matched with the consumer needs in the current situation.

Need to be carried out the next research to determine the brand identity and appropriate positioning in the traditional snack food "borondong" as the base of brand communication strategy.

### Reference

- Aaker, David A. (1995). *Building Strong Brands*. The Free Press: New York
- Al-Abdallah, Ghaith Mustafa, dan Abo-Rumman, Assd H. (2013). *The effect of brand Association on Customer Loyalty: Empirical Study on Mobile Device in Jordan*. American Academic and scholarly Journal. Vol 5 No 1,
- Balakkrisnan, Melodena Stephens. (2009). *Strategic Branding of destinations: a framework*. European Journal of Marketing. Vol 43 No 5/6, pp. 611-629
- Centeno, Edgar. Hart, Susan. Dinnie, Keith. (2012). *The five phase of SME brand-building*. Journal of brand management. Vol 20.6, 445-447
- Campbell, Margaret C. 2002. *Building brand equity*. 2002. International Journal of Medical Marketing. Vol 2, No 3 p 208
- Hayes, D. & MacLeod, N. 2006. *Packaging Places: Designing Heritage Trails Using An Experience Economy Perspective To Maximize Visitor Engagement*. Journal of Vacation Marketing, 13(1), 45-58.
- Henderson, Joan C. 2007. *Uniquely Singapore? A case study in destination branding*. Journal of vacation marketing. Vol 13 no 3, pp 261-274
- Keller, Kevin Lane. (2003). *Strategic Brand Management: Building, Measuring, And Managing Brand Equity*. Prentice Hall: New Jersey
- Kotler, Philip. Keller, Kevin. Lane. (2009). *Marketing Management, 13e*. Pearson Education
- Khosravi, Somayeh. Shafei, Reza. Salavati, Adel. (2012). *Survey of the Effective Dimension In Improvement of Brand Equity In Iranian Insurance Companies*. Institute of Interdisciplinary Business Research. Vol 3 No 10, 672-685
- Lhotakova, Marketa. (2012). "The growing brand equity and brand value-the learnings from most valuable brands", *Studia commercialia bratislavensia*, Vol. 5 No. 19, pp. 434-448
- Rangkuti, Freddy. (2008). *The Power of Brands*. Jakarta: PT. Gramedia Pustaka. Utama.
- Rubicam and Young. (2000). *Brand Asset Valuator*, Young and Rubicam Inc,
- Saaksjarvi, Maria and Samiee, Saeed. (2011). *Relationship among brand identity, brand image and brand preference: Differences between Cyber and Extension Retail Brands over Time*. Journal of interactive marketing, vol 25, pp 169-177
- Sasikala, D. (2013). *Brand Asset Valuator-Measuring Brand Value*. International Journal of social science and interdisciplinary research. Vol 2 (6)
- Saxena, Rajan, (2009). *Marketing Management 4th Edition*. New Delhi: Tata McGraw-Hill Education
- Simamora, Bilson. (2002). *Panduan Rise Perilaku Konsumenn*. PT Gramedia Pustaka Utama, Jakarta

- Sugiyono.(2008). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta: Bandung
- Tasci, Asli D.A and Kozak, Metin . 2006. *Destination brands vs destination images: Do we know what we mean?* Journal of Vacation Marketing. Vol 12 N0. 4, pp 299-317
- Till,Brian.D. Baack,Daniel Waterman, Biran. (2011). *Strategic brand associatin maps: developing band insight*.Journal of Product and Brand Management. Vol 20/2, 92-100