

INTISARI

Penjualan Mie Sedaap yang melesat tinggi memang diluar perkiraan. Setahun setelah peluncuran produk tersebut (2003-2004), Mie Sedaap telah berhasil mengambil 12% pangsa pasar Indofood. Sungguh prestasi yang sangat fantastis untuk sebuah produk baru. Namun hal tersebut bukanlah sesuatu yang mudah, perlu penelitian dua tahun lebih untuk mencapainya. Mie Sedaap sengaja masuk pasar menengah-bawah, tetapi menawarkan kualitas istimewa. Hanya dengan Rp.800-Rp.900/bungkus, konsumen sudah dapat menikmati Mie Sedaap (Dyah, 2004). Oleh karena itu, untuk menguji dan menganalisis penerapan standar sifat mudah diingat (*memorability*), unik (*uniqueness*), mudah diucapkan (*pronounceability*), *image* dan konsistensi (*consistency with overal corporate branding strategy*) pada produk mie instan merek "Sedaap"

Hasil penelitian ini menunjukkan bahwa 1) Lima standar sifat yaitu *memorability*, *uniqueness*, *pronounceability*, *image* dan *consistency with overall corporate branding strategy* diterapkan pada produk mie instan merek "Sedaap". 2) Lima standar sifat terbagi menjadi 7 faktor dan terdiri dari variabel unidimensional (faktor *image* dan *uniqueness*) dan variabel multidimensional (faktor *memorability-internal*, *memorability-spontah*, *pronounceability*, *pronounceability-external* dan *consistency*).

Kata kunci: faktor *image* dan *uniqueness* dan variabel multidimensional

ABSTRAKSI

Sale of Noodles of Sedaap which is high true outside estimate. One year after roll-out of product (2003-2004), Noodles of Sedaap have succeeded to take 12% market compartment of Indofood. Really very fanciful goal to a new product. But the mentioned is not easy something that, need research two year more to reaching it. Noodles of Sedaap intend to come on the middle-low market, but offering special quality. Only with Rp.800-Rp.900/bale, consumer have earned to enjoy Noodles of Sedaap (Dyah, 2004). Therefore, to test and analyse applying of standard of nature of is catchy (memorability), unique (uniqueness), said easy (pronounceability), consistency and image (strategy branding corporate overal with consistency) at noodles product of instan brand " Sedaap"

Result of this research indicate that 1) Five standard of nature of that is memorability, uniqueness, pronounceability, and image of consistency strategy branding corporate overall with applied at noodles product of instan brand "Sedaap" 2) Five standard is nature of divided to become 7 factor and consist of variable of unidimensional (factor of image and of uniqueness) and variable of multidimensional (factor of memorability-internal, memorability-spontan, pronounceability, and pronounceability-external of consistency).

Keywords: factor of image and of uniqueness variable and of multidimensional