

ABSTRACT

The development of the culinary business in Bandung increasingly marked by the number of cafes, restaurants, businesses that have sprung up. The development of a highly developed culinary industry with highly sophisticated technology led to the emergence of a fairly tight competition among culinary entrepreneurs.

The purpose of this research is to obtain data and information that can give description about SWOT and Brand Image analysis at Dino Donuts. To know Brand Image analysis from Dino Donuts management side. To know Brand Image according to consumer perception of Dino Donuts. The type of research used qualitative descriptive method. Data collection techniques used were questionnaires, interviews and observations. The population used in the study were consumers who consumed Dino Donuts, with 100 respondents and using non probability and purposive sampling techniques.

Based on the results of research that has been done on SWOT Analysis, that the internal condition of the company shows the strength of the Dino Donuts is good because it becomes a pioneer donut letters and donut dinosaurs. While the external conditions have a chance to capture the high market and continue to grow for loyal consumers. Judging from the results of data processing on Corporate Image percentage of 82.25% which is in very good category. Based on the results obtained proved that User Image variables that have the highest percentage of 82.25% and the highest percentage of Product Image variables amounted to 84.75% which is in the category very well it shows that the brand of Dino Donuts easy to remember.

Keywords: SWOT analysis, brand image, Dino Donuts.