

ABSTRACT

STUDY OF DIGITAL BRANDING USING EWOM (CASE STUDY OF AYAM GEPREK BEBAS)

By

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The occurrence of stagnation in the sales of Ayam Geprek Bebas is caused by the lack of knowledge of target consumers about the branding of Ayam Geprek Bebas, so the brand itself is no longer discussed by target consumers. Generation Z as new students has a different attitude in responding to digital branding, so it is necessary to search for data regarding their response to the exposure to digital branding of Ayam Geprek Bebas using eWOM. This research will be carried out using a qualitative method with an interview, observation and questionnaire approach, the results that have been collected will be triangulated to obtain conclusions from the weaknesses and strengths of Digital Branding from Ayam Geprek Bebas. The results obtained are the need for development of existing digital branding because the results of comparisons with other ayam geprek brands state that Ayam Geprek Bebas still has many shortcomings, especially in the lack of social media used and the quality of content owned, causing a lack of consumer knowledge about the quality of the Ayam Geprek Bebas brand. This causes a decrease at every stage of the brand funnel of Ayam Geprek Bebas. The results of this study are expected to be useful for Ayam Geprek Bebas in developing long-term digital branding so that it will have a positive impact on brand development.

Keywords: Digital branding, Generation Z, eWOM