

Dalam mempertahankan eksistensi dan memperluas daerah pemasaran, sebuah merek akan melakukan upaya pemasaran internasional, terkadang dalam upaya tersebut, beberapa brand memiliki nilai tambah yang didukung oleh keunggulan negara asalnya. Penelitian ini bertujuan untuk menganalisis peran dari nilai *Country of Origin* atau negara asal yang dimiliki oleh Triumph Motorcycles dalam upaya pembentukan proses pengambilan keputusan pembelian bagi konsumen pasar motor besar di Indonesia. Dalam penelitian ini metode analisis data yang digunakan adalah metode penelitian kualitatif dengan pendekatan studi analisis kasus. Hasil penelitian menunjukkan bahwa nilai *Country of Origin* yang dimiliki oleh setiap brand motor besar sendiri ternyata memang menjadi sebuah pertimbangan bagi konsumen dalam ketertarikannya terhadap motor besar.

Meskipun demikian, hasil penelitian ini membuktikan bahwa dalam proses pengambilan keputusan pembelian, konsumen Triumph Motorcycles mendapatkan dorongan dari nilai *Country of Origin*.

Kata kunci: *marketing communication, brand communication, country of origin, process buying decision.*

In order to maintain the existence and expand the marketing area, a brand will conduct international marketing efforts, sometimes in these efforts, some brands have added value that is supported by the excellence of their country of origin. This study aims to analyze the role of the value of country of origin which is owned by Triumph Motorcycles in efforts to establish a decision-making process for consumers purchasing a large motorcycle market in Indonesia. In this research, data analysis method used was qualitative research methods to approach the analysis of case studies. The results showed that the value of country of origin brand owned by any major motor itself turned out to indeed be a consideration for consumers in their interest to large motorcycles. Nevertheless, the results of this study prove that in the process of purchasing decision, consumers Triumph Motorcycles get a boost from the value of country of origin.

Keyword: *marketing communication, brand communication, country of origin, process buying decision.*

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