

ANALISIS STRATEGI PENGEMBANGAN NILAI MEREK UKM “DUO LANGIT” (PENDEKATAN *BRANDERPRENEURSHIP FRAMING ANALYSIS*)

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ABSTRAK

Melalui pendekatan *Branderpreneurship Framing Analysis (BFA)*, penelitian ini menganalisis strategi pengembangan nilai merek sebuah UKM dari perspektif *branderpreneurship*. *Branderpreneurship* adalah kewirausahaan berbasis pengembangan dan komunikasi nilai merek. Merek UKM yang dianalisis dalam penelitian ini adalah Duo Langit yaitu sebuah *online shop* yang menawarkan jasa percetakan kaos dengan desain yang berasal dari konsumen mereka (*customized & personalized design*). Elemen-elemen *branderpreneurship* digunakan untuk menganalisis strategi pengembangan nilai merek Duo Langit, yakni *identifying values* (mengidentifikasi), *creating values* (menciptakan), *delivering/ distributing values* (mendistribusikan), *communicating values* (mengomunikasikan), *maintaining values* (menjaga), *evaluating values* (mengevaluasi), dan *updating values* (memperbarui). Hasil penelitian menunjukkan bahwa Duo Langit memiliki kekuatan dalam mengidentifikasi nilai merek berdasarkan *market insight*, *consumer insight*, dan *brand insight*. Duo Langit kreatif dalam mengomunikasikan nilai mereknya ke konsumen, juga memanfaatkan *internet* dan *social media marketing* dalam mendistribusikan nilai merek agar dapat berkembang di pasaran. Namun Duo Langit lemah dalam mengevaluasi nilai merek terkait kompetitor, juga belum mampu menghadirkan program loyalti dan komunitas untuk menjaga nilai merek. Padahal, dilihat dari keunggulan yang dimiliki pada beberapa elemen *branderpreneurship*, Duo Langit memiliki potensi yang besar untuk berkembang di pasaran, dan menjadi sebuah merek yang kuat di antara pesaingnya.

Kata kunci: *Branderpreneurship*, *BFA*, pemerekan, pengembangan nilai merek, UKM, Duo Langit.

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**THE ANALYSIS OF BRAND VALUE DEVELOPMENT STRATEGY OF
SME BRAND "DUO LANGIT" (A BRANDERPRENEURSHIP FRAMING
ANALYSIS APPROACH)**

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ABSTRACT

Using Branderpreneurship Framing Analysis (BFA) approach, this research analyzes brand values of an SME development strategy from the perspective of branderpreneurship, an entrepreneurship strategy that based on development and communication of brand values. In this research, the SME brand analyzed is Duo Langit which is an online shop that offers t-shirt printing services with a design from their customers (customized and personalized design). The elements of branderpreneurship used in analyzing the development strategy of Duo Langit's brand values, i.e. identifying values, creating values, delivering/ distributing values, communicating values, maintaining values, evaluating values, and updating values. The results of this research showed that Duo Langit has the strength in identifying the value based on market insight, consumer insight and brand insight. Duo Langit has creativity in communicating the brand values to its consumer and utilizing the internet and social media marketing to deliver its brand value in order to grow in the market. In addition, Duo Langit has the weakness in evaluating brand values which is associated to competitors, as well as lacking in creating the loyalty programs and brand community in order to maintain the brand values. But overall, reviewing from the lens of the branderpreneurship elements, Duo Langit actually has a potential for growing great in the future, becoming a strong brand among its competitors.

Keywords: *Branderpreneurship, BFA, branding, brand values development, SME, Duo Langit.*

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