

Marketing Communication Strategy as Branding for Snack Product
(Studi Case Nana Banana Brand from SME in Yogyakarta).

Elvira Lailatuth Thohiroh¹⁾ Ferdian Brilian²⁾

Information System, Industrial Engineering Faculty, Telkom University
Jalan Telekomunikasi No. 1, Dayeuh Kolot, 40257, Bandung—Indonesia
vivizelvira@gmail.com

Abstract

Brand is an important role when product on the market, including products from fruit snacks that is generally sold without brand. The consumption of snacks in Indonesia increased every year because society very fond in consuming snacks chips. Nana Banana is banana snack product derived from SME in Yogyakarta. The product consists of many flavors like chocolate, cheese, vanilla, and barbeque. This product is quite sought by society, but still do not have strong branding when compared to other snack products. In this research know that one way to increase competitiveness is build brand products using marketing communication. Brand building activities required for products so that cannot generalize in the market. The activities that can be used to build Nana Banana brand is through marketing communications such as advertising, sales promotion, personal selling, public relations, special events, as well as digital media. The process to build Nana Banana brand include four stages, namely: 1) identity, 2) meaning, 3) response, and 4) relationship. The process to build Nana Banana brand going on minds of consumers as result of marketing communications activities. Overall from this study, process of Nana Banana brand building that happens in mind of consumers has not been able to reach last stage namely the relationship, so consumers easily replace Nana Banana product with another snack product. Therefore, it takes effort to create loyalty, sense of belonging, mutual attachment, and Nana Banana community.

Keywords: marketing communications, branding, small and medium enterprise