

ABSTRACT

The study, entitled “Go-jek’s Solidarity Advertisement in Building Emotional Branding Go-jek Users” aims to figuring how the emotional branding formed on Go-jek’s users in Jakarta based on Go-jek’s solidarity Advertisement ‘Pak Kalori’. This study discusses about forming points of emotional branding according Gobe’s theory. The points are: 1) the relation in building emotional branding, 2) imaginative approaches in building emotional branding, 3) the sensory experience in building emotional branding, and 4) the vision in building emotional branding.

This study using qualitative approaches and a case study as the research method. The data were collected from interviews, searching data online, and observation with Miles and Huberman data analysis model. The result of this study indicate that: 1) the relation in emotional branding are formed by user’s experience and empathaty, 2) imaginative approaches naturally formed based on attributes, logos, and brand presence, 3) the advertisement was forming the sensory experience by the color from Go-jek driver’s coat, and the sound elements through narration of advertisement story, 4) the advertisement vision is delivering the company’s spirit to make the brand always envolving closely to the society.

Keywords: Emotional Branding, Solidarity, Advertising.