

Abstract

Television is often called TV is one of the mass media is very influential on society. Television broadcast in Indonesia began in 1962. In Indonesia today there are already 15 national television, one of which is .NET. TV. NET. TV is one alternative entertainment spectacle glass screen. NET. TV is a new television that was three years old, but according to Nielsen Audience Measurement has exceeded the achievements of other televisions are already on the air.

Through this research will be a descriptive analysis of the sub-variable Excellence Trademark Association, Strength Trademark Association, uniqueness Trademark Association, Recognition, Reputation, Affinity, and Domain. This study was conducted to determine how the .NET brand image. TV viewers in the opinion of Jakarta, Bandung and Surabaya.

Methods of data collection is done by distributing questionnaires via email, social media, and offline questionnaires were distributed randomly. Of the questionnaires distributed, obtained 385 valid questionnaires. Pengelolahan data using descriptive analysis.

Based on the results of data pengelolahan, brand image measurement using a variable sub Excellence Trademark Association, Strength Trademark Association, uniqueness Trademark Association, Recognition, Reputation, Affinity, and Domain in .NET. TV fall into either category, where the study of the entire sub-variable continuum line to score in the category of agree and strongly agree. Therefore, the .NET brand image. TV based on the opinion of the audience in the city of Jakarta, Bandung, and Surabaya is good.

Based on the research results, in order to NET. TV increases statement items of sub-variables that are in the category of agreement, and maintain items of sub variables statement in the category strongly agree. Improvement and defense of these values will automatically result in positive brand image NET. TV. With good opinion will certainly enhance the reputation of NET. TV, so that the positive reputation or image or memory is embedded in the minds of viewers. If the positive image is embedded in the minds of consumers, then viewers NET. Which has often watch TV NET. TV viewers will be loyal and from other channels will merge into viewers NET. TV. It can make the rating and share NET. TV was rated even higher.

Keywords: Brand, Television, Brands