

## ABSTRACT

*Motor vehicle sales in Indonesia shows good development compared to the same period last year. The improvement of motor vehicle sales is also followed by sales improvement of otomotif support industry, like tire, is increasing around 6,8 % compared to the same period of the year 2006. This thing shows that tire business prospect in Indonesia hardly promises. But also causes competition in this business will run tightly. As subsidiary company of The Goodyear Tire & Rubber Company, PT Goodyear Indonesia Tbk had stood since the year 1935 and become the first tire producer in Indonesia. PT. Goodyear Indonesia Tbk gets full support from product research and development center which located in Japan, Europe, and United States. But, with their strenght and achievement which they have gets, Goodyear has not become market leader in this business. Arises question, is Goodyear brand management has fully maximum? Therefore, done research of brand equity of Goodyear as a mean to knows index of brand strength of Goodyear, knows influenced factors to brand equity of Goodyear, knows brand equity of Goodyear in monetary value, and compiles strategic steps in managing Goodyear brand based on result of measurement*

*This research applies Interbrand composite financial-behavioural models. There are 2 types of data needed for this models, primary data and secondary data. Secondary data is Goodyear profit data and car tire product attributes. And primary data are relating to scoring and weighting brand equity, and the role of brand. Index of Brand Strength is get by multiplying weight and score for each brand power variables, and then accumulate them. And this index has to transformed by brand multiplier to get brand multiplier factor. Brand earning is get by multiplying role of branding, that is get from stimulus response from conjoint analysis, and average of Goodyear profit on 3 years. After those data have received, brand equity could be calculated by multiplying brand multiplier factor with brand earning.*

*Index of Brand Strength, received from data calculation, is 60,13, on 1-100 scale, this index lies in the medium brand category. From result of research, seen that the innovation, the premium price, and quality of marketing activity is primal factors determining brand strength of car tire, while on the contrary, times of brand recognized and cross cultural ability is factor assumed by responder which least determining brand strength. The conclusion is that old recognized brand can every time defeated by innovative competitor with good marketing activity support. Brand equity monetary value reached is Rp 90.104.355.943,-. This value becomes guidance in doing transaction of finance, like merger and acquisition, and tax planning.*

*Based on Interbrand literature, Goodyear brand is a brand with low risk brand investment. Applicable strategies that could be taken for brand management for example, increases quality of marketing activity, to expand distribution channel, take care of product quality, to keep brand consistency, continuous innovation and product development research, improve and increases strength, excellence, and uniquely from brand association to improve brand image, and forming Chief Brand Officer ( CBO) to assist and consorts the CEO in managing company brand.*

*Keyword : Brand equity, Interbrand Composite Financial-Behavioural Models*