

ABSTRACT
BRANDING STRATEGY THROUGH THE USING OF BRAND AMBASSADOR IN PT
KERETA API INDONESIA (PERSERO)

(Study Case The Using Of ST 12 As A Brand Ambassador)

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Before 2009, PT Kereta Api Indonesia experienced a downturn in the course of his career, due to the worsening service of PT Kereta Api Indonesia. Thus, PT KAI feels the need to do some marketing communication strategy, to regain public trust on rail transport. PT KAI aware that a company which engaged in service sectors, must have a positive image as a key to gain the confidence of consumers or potential customers later. This is done by PT KAI as a company that offers services in the field of rail transportation mode.

One of PT KAI's marketing communications strategy, through the use of brand ambassador. The use of brand ambassador is one of the company's marketing communications strategy to bring the product or brand closer to the consumer, resulting in emotional closeness (Shimp 2003: 455).

The type of research used in this research is qualitative descriptive with paradigm approach constructivism. Where the data obtained through observation, using structured interview, as well as through the data documentation provided by informants to the researchers. The next research results show that PT Kereta Api Indonesia (Persero) using the brand ambassador to improve corporate image through the integrated marketing communications activities, namely advertising, Public relations & publicity, and events & experiences. However, in the implementation, ST 12 is not enough to represent the train, so the purpose of PT KAI to build the image is not achieved.

Keywords: Marketing Communication Strategy, Brand Ambassador, Building Brand Image, Qualitative Method, Transportation