

Abstract

One of the purposes of marketing communication is increasing brand awareness, then hopefully can achieve purchases from aimed customers. Modern marketing communication is not enough by only developing products, stating appealing prices then make it available in market, furthermore the company have to creates value for customers and builds a strong relation with the customers. In this case, Permata Bank Syariah tries to increase it's brand awareness by doing collaboration with PT Pesib Bandung Bermartabat, their collaboration is to create a member program for bobotoh which named "Exclusive Membercard Persib". With the existence of this collaboration, Permata Bank Syariah hopes can add more value to the bobotoh and also undirectly can increase it's brand awareness.

The aim of this research is to know how big is the impact of marketing communication Exclusive Membercard Persib toward the brand awareness of Permata Bank Syariah. This research used quantitaive research. The amount of sample used in this research was 100 respondents, all of wihich is the users of Exclusive Membercard Persib in the city or district Bandung. As for the result of this research shows that the marketing communication Exclusive Membercard Persib gave a 49,9% impact toward the brand awareness of Permata Bank Syariah, and for the rest 50,1% other factors, the researcher did not researched.

Keyword : Marketing Communication, Brand Awareness.