

ABSTRACT

This study aims to The Analysis Of Brand Extension at PT. Pikiran Rakyat in Bandung City 2018. In this study, samples taken were 100 people. Data collection is done through direct observation and survey obtained by distributing questionnaires to consumers of PT.Pikiran Rakyat in this connection with the process of Brand Extension analysis on PT.Pikiran Rakyat. This research uses qualitative method of software SPSS 23.0. and analysis of ANOVA test using software SPSS 23.0.