

ABSTRACT

Brand awareness is the ability of customers to recognize and remember brands when given certain instructions or conditions. Brand Awareness is the ability of consumers to recognize or remember brands in a category, in sufficient detail to make a purchase. Brand awareness is also the ability of a brand to appear in the minds of consumers when they are thinking about a particular product and how easy it is to appear. In the process of building brand awareness of a brand, brand awareness is a very important part of knowing how far a brand can be identified to be a brand at the top of mind level. The purpose of this study was to find out how to Build Brand Awareness in Jatiluwih Tabanan Bali Tourism Objects. This study uses a qualitative descriptive method by conducting in-depth interviews with 3 research informants to describe how to Build Brand Awareness in Jatiluwih Tabanan Bali Tourism Objects. The results of this study can be concluded that Building Jatiluwih Tourism Object Awareness through the stages of pyramid brand awareness consisting of unaware of brand, brand recognition, brand recall, and top of mind.

Keywords: Brand Awareness, Tourist Attractions, Deskriptif Kualitatif.