

ABSTRACT

Foreign branding is the strategy of spelling or pronouncing brand names in particular foreign language which aim to affect the dimensions of brand image and brand equity. In recent years, this foreign branding strategy are used by many business people from Indonesia whereas the products are produced in Indonesia. The purpose of this study is to see is there any effects and how big foreign branding effects on brand image of Puyo Silky Dessert in Bandung.

This research used descriptive quantitative method with descriptive and simple linear regression analysis. In this study, the primary data obtained using questionnaires and using non probability sampling technique with total sample of 270 respondents who are familiar with brand both consumers or prospective consumers.

The result shows that foreign branding that used by Puyo Silky Dessert and its brand image are in good categories witht the percentage value of each variable are 77.35% and 76.95%. The influence of foreign branding on brand image is 52.2%. In the end, it was concluded that foreign branding has significant influence on brand image Puyo Silky Dessert in Bandung.

Keywords : Brand Name, Foreign Branding, Brand Image, Branding