

ABSTRACT

Products need right marketing strategy in order to survive in increasingly fierce business competition. Marketing strategies that support the wants and needs of consumers by utilizing technology through neuromarketing studies. Neuromarketing is used in analyzing consumers because qualitative methods such as questionnaires, interviews, or sponsored direct communication are less relevant. Qualitative method is irrelevant because it is related to human consciousness, the desire to want or not want to explain his choices, and how the physical state of humans is like hormones.

The measurement of neuromarketing response to the human brain in this Final Project uses electroencephalograph (EEG) signals. EEG devices are easier to use because the device is portable and prices are relatively cheap. However, EEG has high noise and contains a lot of noise such as muscle movements, eye movements, and eye blinks. Neuromarketing requires marketing stimulus, one of which is the slogan. Slogan is one of brand identity. Other brand identities such as logos and names cannot explain the brand because of its limited nature. Instead, the slogan provides an opportunity to explain the brand. The influence of the slogan can make a product look reliable and easy to remember. The influence is measured through short term memory. This research identifies, measures, and analyzes EEG signals for short term memory through the slogan.

EEG signal processing uses spatial selection method in time domain and fast fourier transform method in frequency domain. This results is short term memory is active in frontal area with an active channel on channel F4. In addition, the slogan Supermi concluded less known by the subject than other brands. The percentage of subjects who answered wrongly in the Supermi slogan was 42.86%.

Keyword: *neuromarketing, EEG, short term memory, visual, slogan, spatial selection, FFT.*