

ABSTRAK

Tahun 2008 PT Amerta Indah Otsuka mengeluarkan produk camilan kesehatan dengan merek Soyjoy. Salah satu upaya yang dilakukan dengan memanfaatkan jaringan internet. Dilatarbelakangi oleh peningkatan penetrasi internet di Indonesia, Pemasar mulai mengadakan kegiatan *online* melalui website. Website yang interaktif coba diterapkan untuk membangun kesadaran merek produk Soyjoy. Penelitian ini mencoba mencari tahu apakah terdapat hubungan antara penggunaan website dengan kesadaran merek.

Penelitian ini merupakan penelitian kuantitatif. Penyebaran 389 kuesioner diberikan kepada pemilik akun di website Soyjoy *Food Diary*. Pengukuran penggunaan website dilihat dari elemen – elemen dari website interaktif seperti *context*, *content*, *community*, *communication*, *costumization*, *connection*, dan *commerce*. Metode korelasi yang digunakan adalah *Pearson Product Moment*.

Tanggapan responden tentang penggunaan *Food Diary* dalam website Soyjoy.co.id sebesar 70,59%. Kesadaran merek akan produk Soyjoy sebesar 68, 28% . Hasilnya terdapat hubungan yang signifikan antara penggunaan website Soyjoy *Food Diary* dengan kesadaran merek yang dimiliki penggunanya.

Nilai koefisien korelasi tersebut sebesar 0,718. Hubungan antara penggunaan website Soyjoy *Food Diary* dengan kesadaran merek yang dimiliki pengguna termasuk kedalam kategori tinggi.

Kata kunci : Website, Interaktif, Kesadaran Merek

ABSTRACT

In 2008 PT Amerta Indah Otsuka released a healthful snack product. It is known as Soyjoy. PT Amerta Indah Otsuka has been doing marketing activity by educating their market since several years ago. One of their marketing activities uses internet as the marketing tool. They start bringing activities through the website due to increase in internet penetration in Indonesia. An interactive website applied to build brand awareness of Soyjoy. This Paper aims to report if there is a relationship between the use of website and brand awareness.

This paper uses quantitative approach. A total of 389 questionnaire were diffused to the account owners in Soyjoy Food Diary website. Measurement of website consist of elements interactive website such as context, content, community, communication, costumization, connection, and commerce. This paper uses Pearson Product Moment correlation as method.

The respondents response in using Soyjoy Food Diary website is 70, 59%. And respondents awareness of Soyjoy brand is 68, 28%. Findings indicated that there is a significant relationship between using Soyjoy Food Diary website and brand awareness.

The value of correlation is 0,718. This correlation between the used of Soyjoy Food Diary website and users brand awareness is include in high category.

Keyword: Website, Brand Awareness, Interactive

