

ABSTRACT

This study entitled the analisis of consumer response for mochimaru rebranding strategy. The goal of this study is to evaluate the response of consumers for rebranding strategy by mochimaru. To analyze the response of consumers researchers using response analysis model of AIDA (attention, interest, desire, action). This study is a qualitative research where the method used is descriptive method. Data is got from a depth-direct interview with owner mochimaru, branding consultan mochimaru, and branding consultan expert in Bandung, also supported some literature, documentation, and observation.

The result of study shown that the selection name as a brand name was based on the origin of products, ease of naming, easy listening, and easy to remember. The design uses the mainstream colors making it easier for consumers to remember. Mochimaru visual appearance is also very eye catching as to seize the attention of consumers. Relaunching activities is not too big, they just take of social media to introduce the new brand and also implement guerrilla marketing. Mochimaru utilize primary sensing that people have to put a new brand in the minds of consumers.

Consumer responses were analyzed using AIDA response model, where public attention not to equitable because it only utilizes social media to introducing a new brand, but the impact of the use of social media makes mochimaru known outside the city of Bandung. Mochimaru consumer appeal due to design an eye-catching visual so as to give a sense of curiosity and attention of consumers. Consumer desire because mochimaru have various products that have been segmented by age, ranging from the age of children, adolescents, adults, to parents. Consumer decision to purchase products backed by an attractive visual design mochimaru and purchasing decisions on products backed by good product quality mochimaru.

Keyword : *rebranding, AIDA response model, descriptive.*