

ABSTRACT

Positioning that formed by a brand will bring memory of the product in the public mind because it is considered more attractive among competitors and makes the public associated with the product, which is used by PT Amerta Indah to maintain the positioning of Soyjoy who has been selected as Top Brand for six consecutive years from 2013 - 2019. This study aims to determine Soyjoy's positioning which consists of points of difference and points of parity affect brand association consisting of strength, favorability, and uniqueness on Instagram followers @Soyjoyid. The research method used is quantitative with inferential research type. The data was collected by researchers through online questionnaire to 100 @Soyjoyid followers. The sampling technique used is probability sampling with a simple random sampling method. Researchers used simple linear regression analysis in the process of data analysis performed through IBM SPSS version 22. Based on the results of data analysis, this research determines that the positioning of Soyjoy (X) has a significant influence on brand association for 0.607 or 60.7% while the remnant 39.3% is influenced by other factors outside this research.

Keywords: positioning, Soyjoy, brand association