# ABSTRACT

Marketing competition in Indonesia now getting more fierce. This competition impact to marketing's strategy in each company. Company need to do a good branding and positioning along with precise market target. As the time flies, branding started to effect on company logos colour especially modern company in instance e-commerce company. This cause there is company that well known by the public and there is a company that is not well known, with the result appears consumer behaviors towards company. This consumer behaviors can be detect with survey, however this method have a weakness in profundity of analysis to measure consumer behavior. Using the advance of technology and science using neuroscience spesifically on neuromarketing. Neuromarketing has been used to measure consumer behaviors with several stimulus like logos colour. Measurement of EEG signals on human brain can use *electroencephalography* (EEG) signals analysis. Measurement of EEG signal with stimulus logos colour using 16 channel have two stages, that is data acquisition and pre-processing. Data retrieval performed on six subject of Telkom University student age 19 – 24 old. Each subject is given with five original logos colour and five changed logos colour with total questions is three sessions. Pre-processing use bandpass butterworth filter order $4^{th}$ with band frequency is theta-band range 4 – 8 Hz. Processing data about changed colour use questionnaire and data EEG signal is process in time domain and frequency domain to find the active area of short-term memory. The result is, there are effect on logos color changes toward consumer memory and the location of the short-term memory active area in logo color.

**Keywords :** Branding, consumers behavior, neuromarketing, EEG signal, logo's colour, short-term memory.