

ABSTRAK

Bilka Abiyra: Strategi *Image Building* Donat Bahagia melalui Inovasi Varian Rasa

Image building merupakan proses pembentukan citra perusahaan di mata publik yang menjadi penting di tengah persaingan industri kuliner yang semakin kompetitif. Perusahaan tidak hanya menawarkan produk, tetapi juga perlu menghadirkan pengalaman yang membentuk kesan positif di benak konsumen. Fenomena ini terlihat pada Donat Bahagia, *brand* usaha kuliner lokal yang dikelola sebagai perusahaan perseorangan, yang menonjolkan inovasi varian rasa secara beragam dan konsisten, serta menghadirkan pengalaman konsumsi sebagai bagian dari pembentukan citra. Penelitian mengenai *image building* melalui inovasi produk pada *brand* kuliner lokal masih terbatas, sehingga penelitian ini bertujuan untuk menganalisis pemanfaatan inovasi varian rasa dalam membentuk citra perusahaan di mata konsumen.

Penelitian ini bertujuan untuk menganalisis strategi *image building* yang dilakukan oleh Donat Bahagia melalui inovasi varian rasa dengan menggunakan model citra perusahaan yang dikemukakan oleh Shirley Harrison, yang terdiri dari *personality*, *reputation*, *value*, dan *corporate identity*.

Penelitian ini menggunakan paradigma konstruktivistik dengan metode deskriptif kualitatif yang berfokus pada penggambaran fenomena secara mendalam. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Informan penelitian meliputi *Chief Executive Officer*, *Chief Operating Officer*, dan *Brand Marketing Comms Specialist* yang terlibat langsung dalam proses *image building*.

Hasil penelitian menunjukkan bahwa Donat Bahagia berhasil membentuk citra perusahaan yang positif melalui penerapan strategi *image building* yang mencakup empat elemen, yaitu: (1) *Personality* yang tercermin dalam karakter inovatif dalam mengembangkan varian rasa, kreatif dalam konsep konten, serta konsisten dalam pengembangan produk dan pelayanan. (2) *Reputation* yang terbentuk dengan mempertahankan posisi *brand* di benak konsumen dan hubungan kemitraan dan kerja sama dengan pihak eksternal. (3) *Value* yang diwujudkan melalui nilai kebahagiaan dan penerapan konsep *fresh made by order*. (4) *Corporate Identity* yang dibentuk melalui makna nama dan estetika visual.

Berdasarkan hasil penelitian tersebut, Donat Bahagia dalam menjalankan usahanya berhasil membentuk citra perusahaan melalui strategi *image building* dengan mengoptimalkan inovasi varian rasa sebagai elemen utama.

Kata Kunci: *Image Building*, Inovasi Varian Rasa, Donat Bahagia

ABSTRACT

Bilka Abiyra: Image Building Strategy of Donat Bahagia through Flavor Variant Innovation

Image building is the process of shaping a company's image in the public eye and has become increasingly important amid the growing competition in the culinary industry. Companies are not only required to offer products but also to provide experiences that create positive impressions in the minds of consumers. This phenomenon can be observed in Donat Bahagia, a local culinary brand operated as a sole proprietorship, which emphasizes diverse and consistent flavor innovations while also delivering consumption experiences as part of its image-building efforts. Research on image building through product innovation in local culinary brands remains limited; therefore, this study aims to analyze the utilization of flavor variant innovation in shaping the company's image in the minds of consumers.

This study aims to analyze the image building strategy implemented by Donat Bahagia through flavor variant innovation using the corporate image model proposed by Shirley Harrison, which consists of personality, reputation, value, and corporate identity.

This study employs a constructivist paradigm with a qualitative descriptive method focusing on an in-depth understanding of the phenomenon. Data collection techniques include observation, interviews, and documentation. The informants consist of the Chief Executive Officer, Chief Operating Officer, and Brand Marketing Communications Specialist who are directly involved in the image building process.

The results of the study show that Donat Bahagia has successfully built a positive corporate image through the implementation of image building strategies consisting of four elements: (1) Personality, reflected in its innovative approach to developing flavor variants, creativity in content concepts, and consistency in product development and service. (2) Reputation, established by maintaining the brand's position in consumers' minds and through partnerships and collaborations with external parties. (3) Value, embodied in the value of happiness and the implementation of the fresh made by order concept. (4) Corporate Identity, shaped through the meaning of the brand name and its visual aesthetics.

Based on these findings, Donat Bahagia has successfully established its corporate image through image building strategies by optimizing flavor variant innovation as a key element.

Keywords: *Image Building, Flavor Variant Innovation, Donat Bahagia*