

ABSTRAK

Irham Lazuardi Fauzi, Strategi Pickers Store dalam Membangun *Brand Identity* Berbasis Nilai-Nilai *Custom Culture*

Brand identity merupakan aspek penting dalam membangun kekuatan sebuah merek karena tidak hanya berfungsi untuk memperkuat posisi dan menciptakan diferensiasi, tetapi juga membentuk citra yang konsisten di benak konsumen. *Brand identity* tidak terbatas pada elemen visual seperti logo, nama, atau slogan, melainkan mencakup keseluruhan nilai, karakter, dan pengalaman yang membentuk persepsi konsumen terhadap sebuah merek. Pengelolaan *brand identity* yang tepat mampu membangun kesan mendalam, menciptakan hubungan emosional, meningkatkan loyalitas konsumen, serta memperkuat daya saing merek di pasar.

Penelitian ini bertujuan untuk mengkaji strategi Pickers Store dalam membangun *brand identity* yang berakar pada nilai-nilai *custom culture*. Penelitian ini menggunakan kerangka teori *Brand Identity System* dari David A. Aaker (1996) yang mencakup empat dimensi utama, yaitu *brand as product*, *brand as organization*, *brand as person*, dan *brand as symbol*. Pendekatan penelitian yang digunakan adalah kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui observasi dan wawancara mendalam terhadap informan yang terdiri dari *owner*, *shopkeeper*, *designer* Pickers Store, serta satu orang konsumen Pickers Store.

Hasil penelitian menunjukkan bahwa Pickers Store membangun *brand identity* yang kuat dan konsisten berbasis *custom culture* melalui keempat dimensi *Brand Identity System* David A. Aaker. Produk dimanfaatkan sebagai media komunikasi nilai dan gaya hidup otomotif, budaya organisasi menjadi sumber pembentukan identitas yang autentik, kepribadian *brand* tumbuh dari karakter nyata *owner* serta interaksi dengan komunitas, dan simbol visual merepresentasikan nilai serta latar budaya *custom culture* secara konsisten. Keseluruhan strategi tersebut menunjukkan bahwa Pickers Store tidak hanya menjalankan konsep *brand identity* secara teoritis, tetapi mengimplementasikannya secara nyata dan berkelanjutan, sehingga *brand* dipersepsikan sebagai representasi *custom culture* yang hidup dan relevan.

Kata Kunci: *brand identity*, *custom culture*, Pickers Store

ABSTRACT

Irham Lazuardi Fauzi, The Strategy of Pickers Store in Building *Brand Identity* Based on Custom Culture Values

Brand identity is an essential aspect in strengthening a brand's position, as it not only creates differentiation but also builds a consistent image in the minds of consumers. Brand identity is not limited to visual elements such as logos, names, or slogans, but encompasses the overall values, character, and experiences that shape consumer perceptions of a brand. When managed effectively, brand identity can create a strong impression, foster emotional connections, enhance customer loyalty, and strengthen a brand's competitiveness in the market.

This study aims to examine the strategy of Pickers Store in building a brand identity rooted in custom culture values. The research is based on David A. Aaker's Brand Identity System (1996), which consists of four main dimensions: brand as product, brand as organization, brand as person, and brand as symbol. This study employs a qualitative approach with a descriptive method. Data collection techniques include observation and in-depth interviews with informants consisting of the owner, shopkeeper, designer of Pickers Store, and one customer of Pickers Store.

The findings indicate that Pickers Store has successfully established a strong and consistent brand identity based on custom culture through all four dimensions of Aaker's Brand Identity System. Products are utilized as a medium to communicate automotive lifestyle values, organizational culture serves as a foundation for authentic identity formation, brand personality emerges from the owner's real character and interactions with the community, and visual symbols consistently represent the values and cultural background of custom culture. Overall, these strategies demonstrate that Pickers Store not only applies brand identity concepts theoretically but also implements them in a concrete and sustainable manner, allowing the brand to be perceived as a living and relevant representation of custom culture.

Keywords: brand identity, custom culture, Pickers Store