

ABSTRAK

Zakiah Hasanah, Strategi *Branding Production House* Serial Animasi Nussa dalam Meningkatkan Citra Animator Indonesia (Analisis Deskriptif Kualitatif Pada Studio Animasi *The Little Giantz*)

Studio Animasi *The Little Giantz* merupakan salah satu perusahaan industri animasi baru yang telah menciptakan serial Nussa sebagai pelopor animasi pertama di Indonesia dan bertaraf internasional. Serial animasi Nussa merupakan strategi *branding* untuk membangun citra serta meningkatkan eksistensi animator Indonesia dimata publik dengan menghasilkan konten animasi yang berkualitas tinggi.

Penelitian ini bertujuan untuk menggambarkan Strategi *Branding Production House* Serial Animasi Nussa dalam Meningkatkan Citra Animator Indonesia, melalui empat tahapan yaitu strategi *brandpersonality*, strategi *brandpositioning*, strategi *brand identity*, dan strategi *brandcommunication*. Konsep yang menjadi landasan pemikiran dalam penelitian ini yaitu *Brand Strategy* oleh Gelder, Schultz, dan Barnes. Paradigma yang digunakan adalah paradigma konstruktivisme dengan pendekatan kualitatif dan metode deskriptif. Adapun data penelitian dikumpulkan melalui metode wawancara, observasi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa *The Little Giantz* membentuk *branding* Serial Animasi Nussa melalui empat tahapan, yaitu (1) strategi *brandpersonality* dengan berdasarkan pengalaman CEO Studio Animasi *The Little Giantz* menjadi animator Internasional, memiliki nilai-nilai *brandpersonality* sehingga menambah daya tarik mereka dimata masyarakat, (2) strategi *brandpositioning* dengan memposisikan Serial Animasi Nussa yang mampu bersaing dalam lokal maupun internasional, Serial Animasi Nussa segmentasinya tidak hanya untuk tontonan anak-anak, Mempertahankan keunggulan *brand* melalui *YouTube* sebagai *brandpositioning* Serial Animasi Nussa, (3) strategi *brand identity* dengan tahap proses pembuatan Serial Animasi Nussa, menentukan nama *brand* Serial Animasi Nussa, menerapkan warna dan simbol logo Serial Animasi Nussa, dan menerapkan konten islami sebagai *brand identity* dari Serial Animasi Nussa, (4) strategi *brandcommunication* dengan mengkomunikasikan *brandpersonality*, *brandpositioning*, serta *brand identity* kepada target pasar melalui advertising, *event*, dan melakukan banyak kolaborasi *brand* perusahaan ternama di Indonesia

Berdasarkan hasil penelitian, disimpulkan bahwa Studio Animasi *The Little Giantz* telah membentuk *branding* pada *brand* Serial Animasi Nussa sehingga dapat meningkatkan citra animator Indonesia sesuai dengan konsep *Brand Strategy* oleh Gelder, Schultz, dan Barnes.

Kata Kunci: *Branding, Strategi Branding, Citra*

ABSTRACT

Zakiah Hasanah, *Branding strategy for the Production House animated series Nussa in enhancing Indonesia's image Animator (qualitative descriptive analysis of the Little Giantz animation Studio)*

The Little Giantz Animation Studio is one of the new animation industry companies that has created Nussa series as the first animation pioneer in Indonesia and international standard. The animated series Nussa is a branding strategy to build imagery and improve the existence of Indonesian animators in the public by producing high-quality animation content.

This research aims to illustrate the Production House Branding strategy of Nussa animated series in enhancing Citra Animator Indonesia, through four stages of brandpersonalityStrategy, brandpositioningStrategy, brand identitystrategy, and brandcommunicationstrategy. The concept that became the foundation of thinking in this research is Brand Strategy by Gelder, Schultz, and Barnes. The paradigm used is a paradigm of contractivism with a qualitative approach and a descriptive method. Research data is collected through interview methods, observations, and documentation.

The results showed that The Little Giantz formed The branding of Nussa animated series through four stages, namely (1) The Strategy brandpersonality based ON The experience of CEO Studio animation The Little Giantz became an international animator, have brandpersonality values that add to their attractiveness in the community, (2) brandpositioning strategy by positioning Nussa animated series that can compete in both local and international, animated series Nussa Segmentation not only for children's Spectacle, maintain brand excellence through YouTube as brandpositioning animated series Nussa, (3) brand identity strategy with the stage of manufacturing process of Nussa animated series, specifying the brand name animated series Nussa, apply the color and symbol of the animated series logo Nussa, and Apply Islamic content as brand identity of the animated series Nussa, (4) brandcommunication strategy by communicating brandpersonality , brandpositioning, and brand identity to the target market through advertising, events, and doing a lot of collaboration brand leading companies in Indonesia

Based on The results of The study, it was concluded that The Little Giantz animation Studio has formed branding on the brand animated series Nussa so that it can improve the image of The animator Indoensia brand Strategy by Gelder, Schultz, and Barnes.

Keywords:*branding, branding strategy, imagery*