

## **ABSTRACT**

### ***The Role of Brand Rejuvenation in Increasing Customer Based Brand Equity Through a Unique Selling Proposition Strategy***

***(Case Of Fashion Industry)***

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*GenZ is an age group that has a unique type of fashion preference, contaminated by modernization and other factors making GenZ sometimes do not evaluate the type of brand or even don,t pay attention on brand information. When information about brands and brand related things are not concerned then can have a long-term negative impact on the brand which then causes stagnation in brand performance poses many problems for the brand, customer based brand equity is a concept that can improve brand performance. However, it is complex and needs to be studied comprehensively about anything that can help improve the performance of cutomer based brand Equity. Through the dimensions of unique selling proposition and brand rejuvenation, this research is expected to be able to provide solutions to the problems that occur.*

*Keywords: GenZ, Unique Selling Proposition, Brand Rejuvenation, Percieved Value, Percieved Quality, Customer Based Brand Equity*

## **ABSTRAK**

### **Peran Brand Rejuvenation Dalam Meningkatkan Customer Based Brand Equity Melalui Strategi Unique Selling Proposition**

**(Kasus Pada Industri Fashion)**

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GenZ merupakan kelas usia yang memiliki keunikan pada jenis preferensi fashion , dipengaruhi oleh modernisasi dan faktor-faktor lain membuat GenZ tidak melakukan evaluasi pada jenis merek atau bahkan mengabaikan informasi mengenai merek. Apabila informasi mengenai merek dan hal-hal terkait merek tidak menjadi perhatian maka dapat memberikan dampak *negative* secara jangka panjang pada merek yang kemudian menimbulkan stagnansi dalam kinerja *brand* menimbulkan banyak permasalahan bagi *brand*, *customer based brand equity* disinyalir merupakan konsep yang dapat meningkatkan kinerja merek. Namun hal tersebut bersifat kompleks dan perlu dikaji secara komprehensif tentang apa saja yang dapat membantu meningkatkan kinerja *customer based brand equity*. Melalui dimensi *unique selling proposition* dan *brand rejuvenation* penelitian ini diharapkan mampu memberikan solusi untuk permasalahan yang terjadi.

Kata Kunci: *GenZ, Unique Selling Proposition, Brand Rejuvenation, Percieved Value, Percieved Quality, Customer Based Brand Equity*