

## **ABSTRACT**

### **THE ANALYSIS OF BRAND AWARENESS ON BONGSU COFFEE**

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The purpose of this study was to find out the analysis of brand awareness on Bongsu Coffee in Metro. The population in this study were Bongsu Coffee customers. The sample of this study was 100 Respondents who lived in Metro city and the data were analyzed descriptively. This result of the study found that the first Top of Mind stated that Bongsu Coffee was one of the Coffee Shops of choice for customers, Brand Recall stated that Baper was the second choice. Brand Recognition stated that with the signature menu, the best menu served by Bongsu Coffee became all-out, which was widely known by Bongsu Coffee customers. The customers found out information about Bongsu Coffee through social media, and the Unaware of Brand respondents already knew the existence of Bongsu Coffee.

Keywords: Brand Awareness, Top of Mind, Brand Recall, Brand Recognition and Unaware of a Brand